

THE INEVITABLE

Understanding the 12 Technological Forces That Will Shape Our Future

KEVIN KELLY

KEVIN KELLY is the founding executive editor of *Wired* magazine and a former editor and publisher of the *Whole Earth Catalog*. He started his career as a journalist contributing articles for *CoEvolution Quarterly* (Now called *Whole Earth Review*) and has now gone on to having articles published in *The New York Times*, *The Economist*, *Time*, *Harper's Magazine*, *Science*, *GQ* and *Esquire*. He is also an accomplished photographer and his photographs have been published in *Life* and other magazines. He is the author of several books including *Out of Control*, *What Technology Wants* and *New Rules for the New Economy*. Kevin Kelly is currently Senior Maverick at *Wired* magazine.

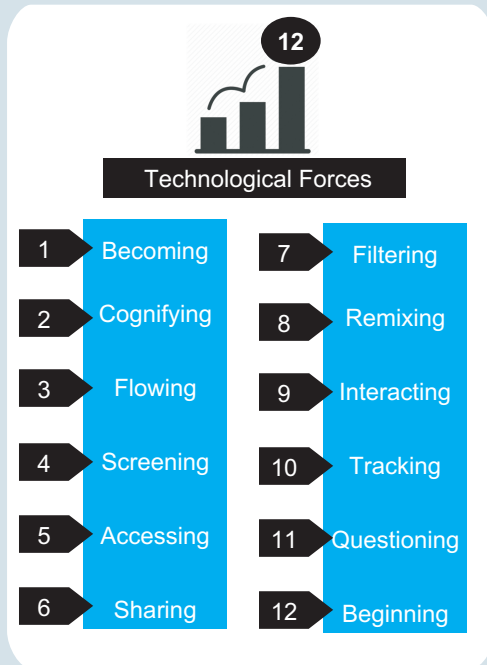
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MAIN IDEA

There are twelve technological forces already in play which will pretty much shape the global economy over the next 30 years. These forces are "inevitable" in that they have already been acting for the past few decades and they will only continue to expand and amplify over the next thirty years as they gain momentum.

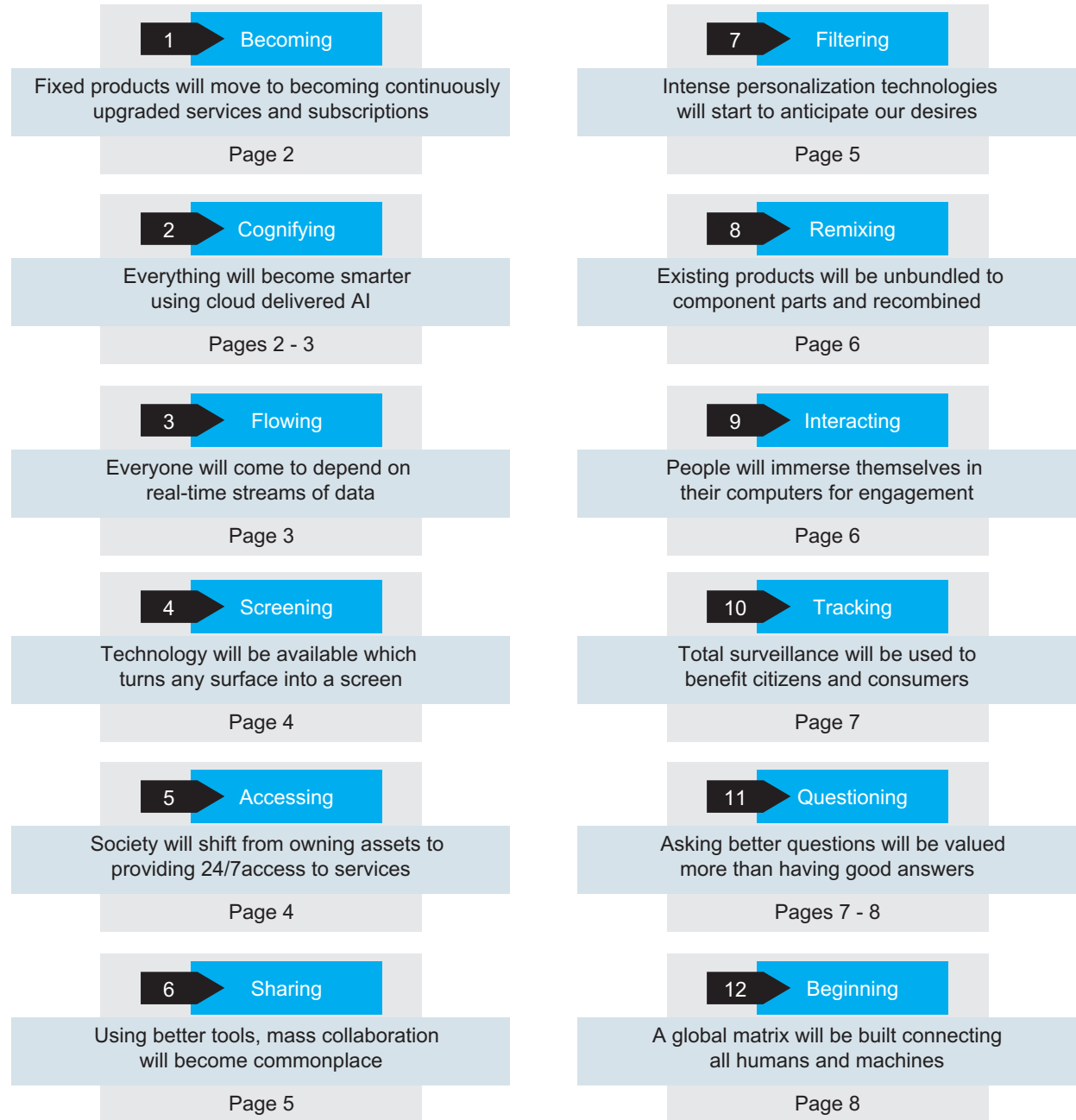
The twelve technological forces of the next three decades are:



"Each of these 12 continuous actions is an ongoing trend that shows all evidence of continuing for at least three more decades. I call these metatrends "inevitable" because they are rooted in the nature of technology, rather than in the nature of society. These forces are trajectories, not destinies. They offer no predictions of where we end up. They tell us simply that in the near future we are headed inevitably in these directions."

– Kevin Kelly

The Twelve Technological Forces of the Next Three Decades



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