



As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth

By Juan Enriquez

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If you think the world has changed dramatically in the last five years, you haven't seen anything yet.

You will never look at the world in the same way after reading *As the Future Catches You*. Juan Enriquez puts you face to face with unprecedented political, ethical, economic, and financial issues, dramatically demonstrating the cascading impact of the genetic, digital, and knowledge revolutions on all our lives.

Genetics will be the dominant language of this century. Those who can “speak it” will acquire direct and deliberate control over all forms of life. But most countries and individuals remain illiterate in what is rapidly becoming the greatest single driver of the global economy. The choice is simple: Either learn to surf new and powerful waves of change—or get crushed trying to stop them. The future is catching us all. Let it catch you with your eyes wide open.

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Editorial Review

Amazon.com Review

In *As the Future Catches You*, Juan Enriquez of the Harvard Business School attempts to capture the trajectory of technological progress and understand the forces shaping our social and economic futures. Enriquez argues that February 2, 2001--the date that anyone with Internet access could contemplate the entire human genome--is akin to 1492 and Columbus's discovery of America. Instead of a new continent however, Enriquez sees the alphabet of DNA (A, adenine; T, thymine; C, cytosine; and G, guanine) and predicts that it will be the "dominant language and economic driver of this century." While none of the ideas presented here are entirely new, *As the Future Catches You* stands out because of Enriquez's ability to view and connect trends--genomics in particular--in a way that just about anyone can understand. Eye-popping typography and graphics coupled with a compact and almost poetic writing style make this thought-provoking book one to savor. Highly recommended. --*Harry C. Edwards*

From Publishers Weekly

Harvard Business School research fellow Juan Enriquez has great enthusiasm for his subject and his audience in *As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth*. "I would like you and I to have a conversation," he writes. "There is space on each page for your own notes, thoughts," etc. Space indeed, and more: this consideration of scientific advancement, technological and economic trends and their effects offers graphically arresting pages complete with pictures, highlighted words, graphs, and large blank margins. Enriquez's hyperventilating presentation (how many ellipses can one author use?) might get in the way of the facts at times, but the facts about the ability of genetically modified bananas to vaccinate those who consume them against particular diseases, for example can be very interesting indeed.

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From [Booklist](#)

The ratio 390:1, in large-point type, occupies nearly an entire page in Enriquez's oddly but purposefully designed book. He aims to alert the somnolent and alarm the complacent about the economic and business consequences of the emerging revolution in science and technology. Factoids similar to that ratio (which is the productivity of the richest versus the poorest countries) pop up in eye-catching graphics. Harnessed as an exhortation to students and entrepreneurs, the information presented here is fairly basic concerning recent developments in genomics, information technology, and nanotechnology, but the author must sense that awareness of them is dim, let alone an understanding of their implications for an individual's and a country's prosperity. Wealth increasingly derives from the creation and control of information, rather than natural resources, and Enriquez effectively emphasizes that point by citing statistics on patent applications--many companies in the U.S. exceed whole continents in getting them. His prescription for alleviating the world wealth gap: study science and technology; the alternative is comparative impoverishment in the wake of this phase of capitalism's "creative destruction." An innovative presentation. *Gilbert Taylor*
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Users Review

From reader reviews:

Alan Dougherty:

The book with title *As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth* contains a lot of information that you can study it. You can get a lot of gain after read this book. This kind of book exist new know-how the information that exist in this publication represented the condition of the world currently. That is important to you to be aware of how the improvement of the world. This kind of book will bring you within new era of the the positive effect. You can read the e-book with your smart phone, so you can read the item anywhere you want.

Wendy Miller:

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Susan Frame:

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