



Who Owns the Future?

By Jaron Lanier

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Who Owns the Future?, Jaron Lanier, As you read this, thousands of remote computers are refining secret models of who you are, using the information to make huge fortunes for a few people. Does the future have to be this way? How can we change it? In this visionary book Jaron Lanier imagines an alternative, where economic power is given back to creators. Drawing on sources ranging from ancient philosophy to the latest technology, he proposes a radical system that truly rewards endeavour - whether it's in the media or manufacturing - and ultimately preserves human dignity.



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