


Recommended by Antonis Kocheilas, Ogilvy's Global Chief Transformation Officer

The Coming Wave

AI is creating an ‘inflection point’ in the history of humanity

Inventions and ideas have always been the work of people. On our current trajectory, we are headed towards the emergence of something that we are all struggling to describe. Artificial Intelligence. Something we must understand, as we cannot apply and control what we do not understand. AI should best be understood as something like a new digital species. Not literally, but we must come to see AI as digital companions, new partners in the journey of our lives. We must prepare for AI and shape what comes next. Just like the birth of the computer 80 years ago. AI will give us a conversational interface to a real personal AI. AI is us.


- Start reading
- Listen to podcast



“The AI wave is coming. You cannot ride it. You cannot stop it. But you can swim along it.”

Antonis Kocheilas, Ogilvy's Global Chief Transformation Officer

The Global Reading Club also recommends:




You look like a thing and I love you

How AI works and why it's making the world a weirder place


How we train people is not how we train AI. We now must learn how to teach AI, to think with us about solving problems faster and coming up with unexpected solutions we have never been dreaming about. AI is a new partnership between people and technology. A partnership which will have a huge influence on our thinking and doing. We all must learn how to work with AI to progress humanity.

Go to book


The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.




30/45 min read



15/30 min read



15 min study




20/30 min listen


Join as an editor

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

Join as a Reader/Editor

Coming soon:





Listen to us on Spotify

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends.
Subscription is free.

Share this newsletter

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

powered by Ogilvy