Share a book letter: *The Coming Wave*

Subject: *AI is deep learning, moving our thinking, discovering new and very clever things we have never thought of before*

Dear ……… ,

Progress in life, in general, has always been created or altered by human intelligence. With the coming AI wave our intelligence will be upgraded to support our intelligence more extensively and faster. In other words, our intelligence will get a boost with AI. See AI as a digital companion, a new partner in the journey of our work and lives. We must prepare for AI and shape what comes next. AI will give us a conversational interface to a real personal AI.

AI is different from all previous technological discoveries, which were mostly practical technologies making our life more comfortable and our work more efficient. AI is a technology of strengthening our intelligence and expanding our intelligence. AI builds truly general learning agents that could exceed human performance at most *thinking* tasks. AI directly addresses two foundational properties of our world: intelligence and life in the coming 3 years and beyond.

Previous waves were spreading applications slowly and thus controllable. Now proliferation is the default, meaning that the application of technology increases a lot and is spreading suddenly in numbers in a much shorter period. Behind the technological breakthroughs with the help of AI, are people: technologists, innovators, early adopters and entrepreneurs.

The coming AI wave is characterized by a set of four extremely important features:

* *Feature One*, new technologies create previously unthinkable vulnerabilities and pressure points against seemingly dormant powers.
* *Feature Two*, elements are developing fast, a kind of hyper-evolution, iterating, improving, and branching into new areas at incredible speed.
* *Feature Three*, elements are often omni-use; that is, they can be used for many different purposes.
* *Feature Four*, elements increasingly have a degree of autonomy beyond any previous technology.

These four features are a colossal transfer of power. The difference with AI versus previous waves is that never so many people will have access to such advanced technologies.

Knowledge will increasingly be the dominant factor in the world. *‘People with the best knowledge win’* will continue to be the distinctive asset. Raw curiosity, the quest for truth, the importance of openness, evidence-based peer review, are core values for scientific and technological research. The ability to understand, create, build on, and adapt AI technology is distributed on a global scale. The Coming Wave represents the greatest economic prize in history. It is a consumer dream of potential profit center without parallel.

We must prepare for AI and shape what comes next. One invention will unleash a thousand more inventions. As an example, our laptop and smartphone are still based on the invention of the typewriter in 1868. AI will be kind, supportive, even empathetic giving us transformational power. Give us access to low-cost medical advice. Coach us and make us a better business strategist.

Listen to the Podcast (recorded by Antonis Kocheilas, Ogilvy’s Global Chief Transformation Officer) study the Mindmap and the Actions for Impact, then read the Summary for more in-depth insights, ideas, and inspiration.

Enjoy reading and listening.

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Here is the [link](https://globalreadingclub.com/books/the-coming-wave) that takes you straight to the book *The Coming Wave.*

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *The Coming Wave.*