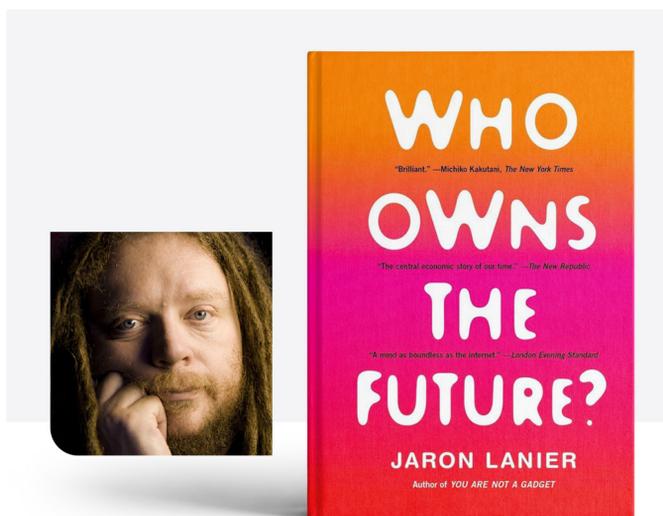


Recommended by Anthonis Kocheilas - Global CEO, Ogilvy Advertising



Read & edited by Anastasia Prikhodko - Howorth, Sydney, Australia

## Who Owns the Future

**“We have to create a culture around technology that is beautiful, meaningful, deep and so endless creative, filled with infinite potential that it draws us away from committing mass suicide.”**

We accept access to free information voluntarily, which looks like a great bargain at first, but the price we pay is giving up our freedom. Selling our freedom to accept free information is an illusion. We accept this violent attack on our own free will. Lanier argues that to make tech into something that empowers people, people must be willing to pay. Don't forget that 'free' means others will decide how we live.

[Start reading](#)

The Global Reading Club also recommends:



## The New Normal

We are halfway through an evolution towards the new normal, where digital is the norm, the 'new black'. We're halfway through this journey and many of us are still thinking and talking about 'horseless carriages' rather than 'cars', using old concepts to approach new ones, instead of thinking and acting like the new digital natives. What does this brave new world look like, how can we adopt new ways of thinking to stay ahead of this paradigm shift, and what are the strategic implications for business leaders?

[Go to book](#)

## New: Actions for Impact

Learnings must be activated. 'Actions for impact' sums up how to activate the learnings from this book.

*“Knowledge not applied is worthless”*

Go to 'Actions for Impact' on the website, select the points of actions which fit you and apply the learnings to progress in your personal and professional life.

Coming soon:



*Knowledge not applied is worthless...*

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