



## The Nature of the Future: Dispatches from the Socialstructured World (Hardback)

By Marina Gorbis

SIMON SCHUSTER, United States, 2013. Hardback. Book Condition: New. 230 x 158 mm. Language: English . Brand New Book. A renowned futurist offers a vision of a reinvented world. Large corporations, big governments, and other centralized organizations have long determined and dominated the way we work, access healthcare, get an education, feed ourselves, and generally go about our lives. The economist Ronald Coase, in his famous 1937 paper The Nature of the Firm, provided an economic explanation for this: Organizations lowered transaction costs, making the provision of goods and services cheap, efficient, and reliable. Today, this organizational advantage is rapidly disappearing. The Internet is lowering transaction costs--costs of connection, coordination, and trade--and pointing to a future that increasingly favors distributed sources and social solutions to some of our most immediate needs and our most intractable problems. As Silicon Valley thought-leader Marina Gorbis, head of the Institute for the Future, portrays, a thriving new relationship-driven or socialstructured economy is emerging in which individuals are harnessing the powers of new technologies to join together and provide an array of products and services. Examples of this changing economy range from BioCurious, a members-run and free-to-use bio lab, to the peer-to-peer lending platform Lending...



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