

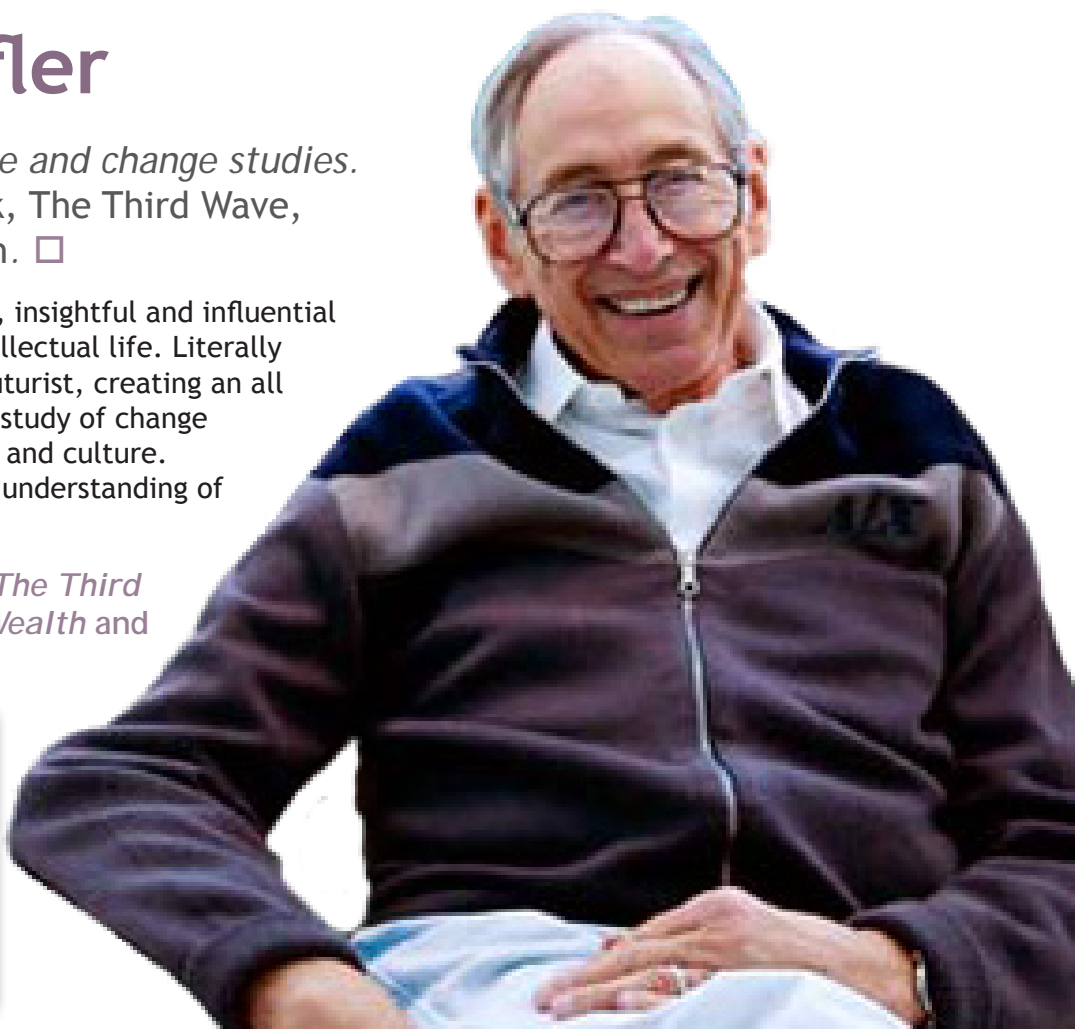
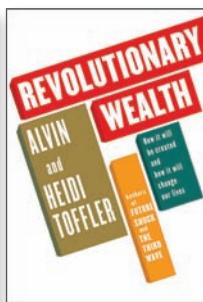
Economics cannot be separated from social, political, cultural, and religious factors, as economists tend to do.

Alvin Toffler

□ *The dean of future and change studies.*
Author, *Future Shock*, *The Third Wave*,
Revolutionary Wealth. □

One of the most prescient, insightful and influential voices in business and intellectual life. Literally invented the role of the futurist, creating an all new discipline around the study of change and its impact on business and culture. Consistently redefines our understanding of the world.

Author, *Future Shock*, *The Third Wave*, *Revolutionary Wealth* and other major works.



Ahead of the Curve

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Alvin Toffler

Author, *Revolutionary Wealth* and other major works

Highlights

Alvin Toffler literally invented the role of the futurist with the publication of his seminal work, *Future Shock*, **creating an all new discipline** around the study of change and its impact on business and culture.

Throughout his long career, Alvin Toffler has remained one of the **world's most prescient, insightful and influential** voices in business and intellectual life. He has continued to produce creative ideas that define how we think about our world.

Time magazine wrote that he has “set the standard by which all subsequent would-be futurists have been measured.”

What makes Alvin Toffler so extraordinary is that he asks questions nobody else has thought of and then answers them by **fundamentally redefining things** in ways that keep making sense as the future unfolds. He's **created several lasting thought paradigms**—new frameworks for understanding ourselves and the way we change—that offer invaluable strategic advantage to those who are paying attention. And he pegs these frameworks with predictions and insights that consistently verify that his sense of direction is right on.

His most recent book has continued to build his legacy. Ten years in the writing, *Revolutionary Wealth* reimagines the nature of wealth and the paths to its creation.

In addition to *Revolutionary Wealth* and *Future Shock*, Alvin and Heidi (his wife and intellectual partner of 51 years) have written **one significant book after another**, including *The Third Wave*, *Powershift* and *War and Anti-War*.

*Change is the process
by which the future invades
our lives.*



The Contribution

Alvin Toffler has an unusual gift for defining the forces that shape our future in ways that help audiences shape their own future. His global impact comes not just from successfully predicting individual changes, though he's done that as well. He *understands* the forces behind change and he synthesizes this knowledge into a coherent, intellectual framework that can guide policy and decision-making.

Future Shock launched the discipline of futurism. *The Third Wave*, laid out the historical paradigm for understanding economic development as an evolution from agriculture, to industrialization, to knowledge and information as the primary sources for building wealth. Add to these important works *War and Anti-War*, which predicted the rise of 'asymmetric', non-state-sponsored warfare, and *Revolutionary Wealth*, among others.

Credentials

- Recipient, McKinsey Foundation Book Award for Contributions to Management Literature
- Honorary co-chair, U.S. Committee for the United Nations Development Fund for Women
- Visiting scholar, Russell Sage Foundation
- Visiting professor, Cornell University
- Former faculty member, New School for Social Research
- Former White House correspondent
- Former editor, *Fortune* magazine
- Named an Officier de L'Ordre des Arts et Lettres in France