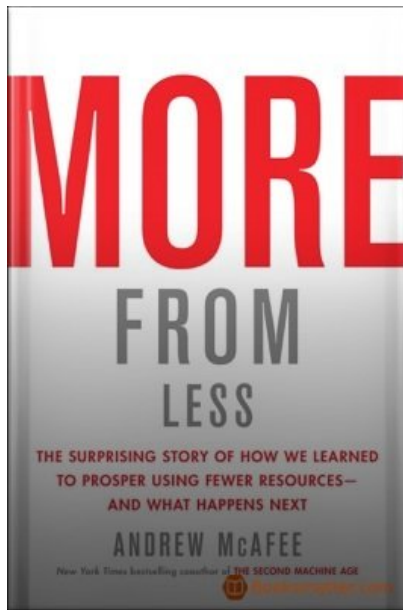


## More from Less

**MORE FROM LESS EBOOK AUTHOR BY ANDREW MCAFEE**



[More From Less eBook - Free of Registration](#)

\$14.99 on iTunes



**Release on:** 2019-10-08

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**Size:** 6.56 MB

**Genre:** Economics

## Summary

**From the coauthor of the *New York Times* bestseller *The Second Machine Age*, a compelling argument—masterfully researched and brilliantly articulated—that we have at last learned how to increase human prosperity while treading more lightly on our planet.**

Throughout history, the only way for humanity to grow was by degrading the Earth: chopping down forests, fouling the air and water, and endlessly digging out resources. Since the first Earth Day in 1970, the reigning argument has been that taking better care of the planet means radically changing course: reducing our consumption, tightening our belts, learning to share and reuse, restraining growth. Is that argument correct?

Absolutely *not*. In *More from Less*, McAfee argues that to solve our ecological problems we don't need to make radical changes. Instead, we need to do more of what we're already doing: growing technologically sophisticated market-based economies around the world.

How can he possibly make this claim? Because of the evidence. America—a large, high-tech country that accounts for about 25% of the global economy—is now generally using *less* of most resources year after year, even as its economy and population continue to grow. What's more, the US is polluting the air and water less, emitting fewer greenhouse gases, and replenishing endangered animal populations. And, as McAfee shows, America is not alone. Other countries are also transforming themselves in fundamental ways.

What has made this turnabout possible? One thing, primarily: the collaboration between technology and capitalism, although good governance and public awareness have also been critical. McAfee does warn of issues that haven't been solved, like global warming, overfishing, and communities left behind as capitalism and tech progress race forward. But overall, *More from Less* is a revelatory, paradigm-shifting account of how we've stumbled into an unexpectedly better balance with nature—one that holds out the promise of more abundant and greener centuries ahead.

## Others book from Andrew McAfee

### [THE SECOND MACHINE AGE: WORK, PROGRESS, AND PROSPERITY IN A TIME OF BRILLIANT TECHNOLOGIES](#)



A New York Times Bestseller. A “fascinating” (Thomas L. Friedman, New York Times) look at how digital technology is transforming our work and our lives.

In recent years, Google’s autonomous cars have logged thousands of miles on American highways and IBM’s Watson trounced the best human Jeopardy! players. Digital technologies—with hardware, software, and networks at their core—will in the near future diagnose diseases more accurately than doctors can, apply enormous data sets ...

### [MACHINE, PLATFORM, CROWD: HARNESSING OUR DIGITAL FUTURE](#)



“A clear and crisply written account of machine intelligence, big data and the sharing economy. But McAfee and Brynjolfsson also wisely acknowledge the limitations of their futurology and avoid oversimplification.” —Financial Times

In *The Second Machine Age*, Andrew McAfee and Erik Brynjolfsson predicted some of the far-reaching effects of digital technologies on our lives and businesses. Now they’ve written a guide to help readers make the most of our collective future. ...

### [ARTIFICIAL INTELLIGENCE](#)

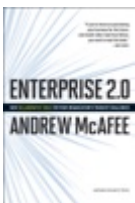


**Companies that don't use AI will soon be obsolete.**

From making faster, better decisions to automating rote work to enabling robots to respond to emotions, AI and machine learning are already reshaping business and society. What should you and your company be doing today to ensure that you're poised for success and keeping up with your competitors in the age of AI?

*Artificial Intelligence: The Insights You Need from Harvard Business Review* brings you today's ...

### [ENTERPRISE 2.0](#)



"Web 2.0" is the portion of the Internet that's interactively produced by many people; it includes Wikipedia, Facebook, Twitter, Delicious, and prediction markets. In just a few years, Web 2.0 communities have demonstrated astonishing levels of innovation, knowledge accumulation, collaboration, and collective intelligence.

Now, leading organizations are bringing the Web's novel tools and philosophies inside, creating Enterprise 2.0. In this book, Andrew McAfee shows how they're doing ...

### [RACE AGAINST THE MACHINE](#)



Inzwischen hat der Mensch das Rennen gegen die Maschine auch auf Gebieten verloren, die noch vor zehn Jahren als Domäne des Menschen galten - mit positiven wie negativen Folgen. Gehen wir mit den Maschinen anstatt gegen sie ins Rennen, können wir die Welt nachhaltig besser und gerechter machen. Dazu liefern die Autoren konkrete Handlungsanweisungen für Politik und Gesellschaft...

### [ORGANIZATIONS DON'T TWEET, PEOPLE DO](#)



### Practical advice for managers on how the Web and social media can help them to do their jobs better

Today's managers are faced with an increasing use of the Web and social platforms by their staff, their customers, and their competitors, but most aren't sure quite what to do about it or how it all relates to them. *Organizations Don't Tweet, People Do* provides managers in all sorts of organizations, from governments to multinationals, with practical advice, insight and ...

### DRUHÝ VĚK STROJŮ



„Úspěch naší civilizace v 21. století bude záležet na způsobu, jakým budeme tvořit a používat naše digitální výtvoř, a také, jak se nimi naučíme žít. Přinesou nám všem blahobyť, nebo naopak mnoho lidí odsunou stranou? Druhý věk strojů je základním průvodcem k pochopení, jak můžeme dosáhnout úspěchu, nebo proč můžeme selhat.“

- Garry Kasparov, šachový velmistr

#### # O knize

Chcete uspět...

### WYŹCIG Z MASZYNAMI



Erik Brynjolfsson i Andrew McAfee, naukowcy z Instytutu Technologii w Massachusetts, analizując wysoki poziom bezrobocia w USA, uważnie przyglądają się teorii „końca pracy”. Argumentują, że w obliczu rosnących kompetencji maszyn, przeciętny pracownik traci silną pozycję na rynku, ustępując pola komputerom. Analiza rynku pracy jest jednak dla autorów jedynie punktem wyjścia do szerokich rozważań o skali postępu technologicznego ostatnich lat. Opisuując wykładnicze ...

### LA NUOVA RIVOLUZIONE DELLE MACCHINE



La prima Rivoluzione industriale ha dato luogo alla più rapida crescita di popolazione, reddito e produttività della storia. In uno dei libri più esplosivi del 2014, in cima alle classifiche di vendita americane e adorato e discusso dai più importanti accademici e imprenditori, i due economisti del Mit Erik Brynjolfsson e Andrew McAfee sostengono che è arrivato il momento di una nuova rivoluzione - questa volta non per meccanizzare il lavoro manuale, ma quello mentale. Mentre le macchine ...

### IN GARA CON LE MACCHINE. LA TECNOLOGIA AIUTA IL LAVORO?



L'uomo sta perdendo la gara con la tecnologia? La tecnologia e l'innovazione lo stanno impoverendo? L'innovazione sta distruggendo posti di lavoro invece di crearne? Perché la ripresa economica è senza lavoro? Come può succedere che dell'enorme valore creato dalla tecnologia non benefici l'intera società, ma solo una minoranza? Come può esserci un'accelerazione delle tecnologie mentre i redditi ristagnano? A queste domande, che sembrano dei paradossi, i due autori, professori ...

### THE SECOND MACHINE AGE



Computer sind mittlerweile so intelligent geworden, dass die nächste industrielle Revolution unmittelbar bevorsteht. Wer profitiert, wer verliert? Antworten auf diese Fragen bietet das neue Buch der Technologie-Profis Erik Brynjolfsson und Andrew McAfee. Seit Jahren arbeiten wir mit Computern - und Computer für uns. Mittlerweile sind die Maschinen so intelligent geworden, dass sie zu Leistungen fähig sind, die vor Kurzem noch undenkbar waren: Sie fahren Auto, sie schreiben eigene Texte - und ...

### MACHINE, PLATFORM, CROWD

## Summary More from Less Book

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Digitale Maschinen wie selbstfahrende Autos, Drohnen oder 3D-Drucker sind jetzt schon schlauer, besser und schneller, als man es je für möglich gehalten hätte. Onlineplattformen ändern das Verhältnis von Angebot und Nachfrage und bringen neue Marktführer hervor - in der Musikindustrie, beim Personentransport, bei Computerhardware oder beim Fitnesstraining. Crowds haben bereits Betriebssysteme und Lexika geschaffen, finanzierten unendlich viele Projekte und haben sogar das Geld neu ...

### [LA MACCHINA E LA FOLLA](#)



Facebook, il proprietario del social network più popolare al mondo, non crea contenuti. Uber, la più grande compagnia di taxi del mondo, non possiede vetture. Alibaba, il più grande rivenditore online, non ha scorte in magazzino. E Airbnb, il più celebre intermediario di case per le vacanze, non ha alcuna proprietà immobiliare. Il successo di queste aziende non è legato alla vendita di un prodotto: piuttosto, sono piattaforme capaci di arrivare a moltissimi utenti in tutto il mondo. Per ...

### [GAGNER AVEC LE DIGITAL](#)



Comment conduire une transformation digitale réussie, quels que soient la taille de votre entreprise et votre secteur d'activité Vous croyez peut-être que la transformation digitale ne concerne que les stars de la Silicon Valley ou les start-up... Détrompez-vous ! Le digital a déjà profondément modifié le paysage et le monde professionnel. Les auteurs analysent en profondeur 400 entreprises traditionnelles qui ont réussi cette transformation comme Nike, Pernod Ricard, Pages Jaunes, ...

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