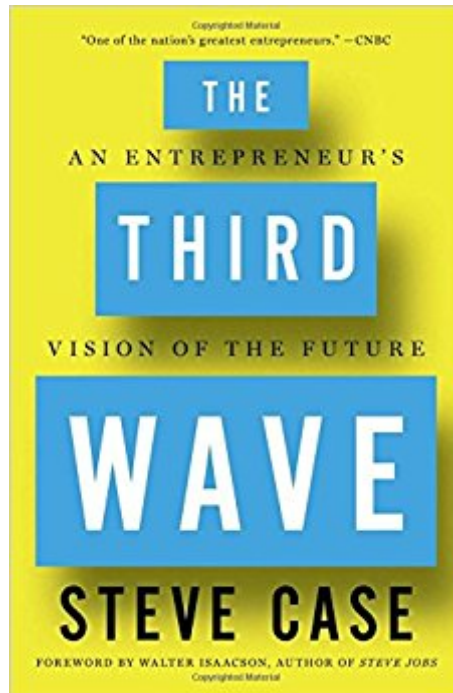


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The Third Wave: An Entrepreneur's Vision Of The Future



Synopsis

NEW YORK TIMES BESTSELLER WALL STREET JOURNAL BESTSELLER One of America's most accomplished entrepreneurs "a pioneer who made the Internet part of everyday life and orchestrated the largest merger in the history of business" shares a roadmap for how anyone can succeed in a world of rapidly changing technology. Steve Case's career began when he cofounded America Online (AOL) in 1985. At the time, only three percent of Americans were online. It took a decade for AOL to achieve mainstream success, and there were many near-death experiences and back-to-the-wall pivots. AOL became the top performing company of the 1990s, and at its peak more than half of all consumer Internet traffic in the United States ran through the service. After Case engineered AOL's merger with Time Warner and he became Chairman of the combined business, Case oversaw the biggest media and communications empire in the world. In *The Third Wave*, which pays homage to the work of the futurist Alvin Toffler (from whom Case has borrowed the title, and whose work inspired him as a young man), Case takes us behind the scenes of some of the most consequential and riveting business decisions of our time while offering illuminating insights from decades of working as an entrepreneur, an investor, a philanthropist, and an advocate for sensible bipartisan policies. We are entering, as Case explains, a new paradigm called the "Third Wave" of the Internet. The first wave saw AOL and other companies lay the foundation for consumers to connect to the Internet. The second wave saw companies like Google and Facebook build on top of the Internet to create search and social networking capabilities, while apps like Snapchat and Instagram leverage the smartphone revolution. Now, Case argues, we're entering the Third Wave: a period in which entrepreneurs will vastly transform major "cereal world" sectors like health, education, transportation, energy, and food "and in the process change the way we live our daily lives. But success in the Third Wave will require a different skill set, and Case outlines the path forward. The Third Wave is part memoir, part manifesto, and part playbook for the future. With passion and clarity, Case explains the ways in which newly emerging technology companies (a growing number of which, he argues, will not be based in Silicon Valley) will have to rethink their relationships with customers, with competitors, and with governments; and offers advice for how entrepreneurs can make winning business decisions and strategies "and how all of us can make sense of this changing digital age.

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Customer Reviews

Steve begins the "Third Wave" with a nod to Alvin Toffler's book of the same name, which Steve read early in his career. Toffler's Third Wave described how the Information Revolution would transform society similarly to the Industrial Revolution and the Agricultural Revolution before. (In a nice nod to history, Toffler wrote a blurb at the beginning of this book). What's remarkable about this book is not that Steve Case predicts THAT the Internet will transform our lives in ways we haven't seen, but in great detail, he outlines HOW. Steve Case, the founder of AOL who was responsible for the first Internet experience of many people (including me and probably many folks reading this review), outlines his vision of "The Third Wave" of the Internet. The First Wave was what AOL and others did in the 1990s--just getting people online. The Second Wave, the Wave of Google, Facebook, Twitter, and more, created a flurry of people using the Internet to communicate and share information--but when you think about it, Steve says, the Internet has barely begun to transform the way we live our everyday lives. Our food, health care, education, and energy systems are pretty much the same as they were before the Internet--with slightly better information-sharing and communication. In the Third Wave, the Internet will integrate into everything we do. As Steve begins to predict how, he artfully and entertainingly outlines his lessons learned from AOL--successes and failures--as he sees many parallels between the Third Wave and the First Wave (when he and others built AOL). The stories still hold very real applications to entrepreneurs today.

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