



Revolutionary Wealth: How it will be created and how it will change our lives

Alvin Toffler, Heidi Toffler

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Since the mid-1960s, Alvin and Heidi Toffler have predicted the far-reaching impact of emerging technological, economic, and social developments on our businesses, governments, families, and daily lives. In **REVOLUTIONARY WEALTH**, they once again demonstrate their unparalleled ability to illuminate current trends and anticipate what they mean for the future.

REVOLUTIONARY WEALTH focuses on how wealth will be created—and who will get it—in the twenty-first century. As the knowledge-based economy (a reality the Tofflers predicted forty years ago) continues to replace the industrial-based economy, they argue, money is no longer the sole determinate of wealth. The Tofflers explain that we are becoming a nation of “prosumers,” consuming what we ourselves produce, and argue that we have all taken on “third jobs”—work we unwittingly do without pay for some of the biggest corporations in the country. Using fascinating examples from our daily lives, they illustrate how our everyday activities—from parenting and volunteering to blogging, painting our houses, and improving our diets—contribute to a non-monetary economy that is largely hidden from economists. Writing with the same insight and clarity that made their earlier books bestsellers, the Tofflers present fresh, groundbreaking new ways of thinking about wealth.

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