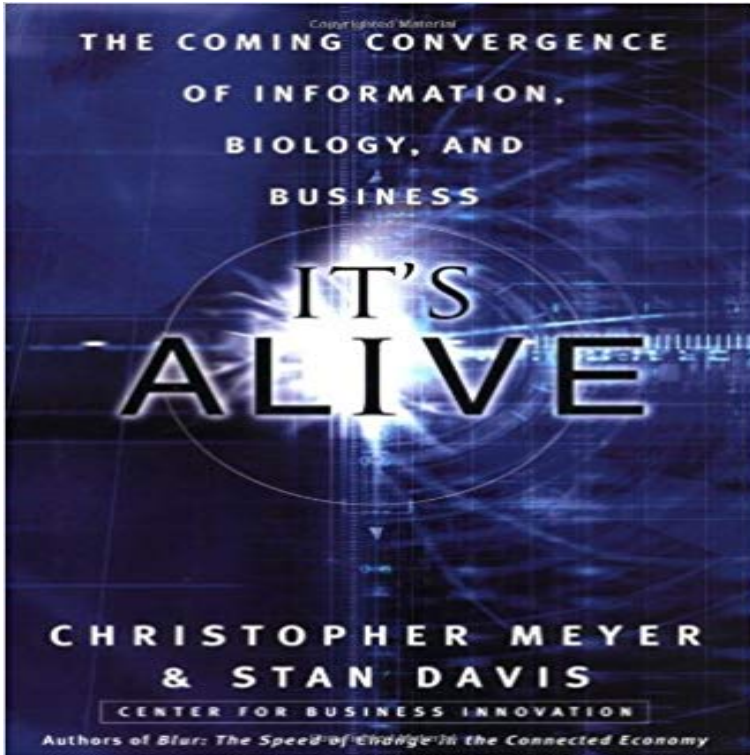


Its Alive: The Coming Convergence of Information, Biology, and Business



Why we are on the cusp of a new economic era that will make the changes and challenges of the Information Era seem like child's play. From the bestselling authors of *Blur*, a defining book of the Information Age, comes a startling glimpse into the near future and the emerging economy that awaits us. *Its Alive* foretells the jolt the world is about to receive as the science of molecular evolution races out of the laboratories and into the business world. Think back to the early 1970s. Imagine the opportunities for your business, career choice, and investments had you received an advance report on the ways in which computer and information technology would revolutionize the world. *Its Alive* provides that opportunity today: a realistic and persuasive look into the future of the molecular economy and how it is starting to overtake and reshape the Information Age. Today's gene mapping and molecular engineering are equivalent to the introduction of transistor radios at the advent of the information economy. Solid-state technology moved from the labs into the business arena, providing in turn the transistor, the microprocessor, and the modems and the information business. During the next ten years, molecular technology will follow the same pattern, moving from the lab and into the basic operation of the corporation itself. Chris Meyer and Stan Davis are our guides in understanding this new future. They show that not only biological systems evolve. The rules of evolution help explain the process of change in biology, business, and the economy, thereby providing a management guide to the business world around the corner. *Its Alive* is not science fiction or futurism. It bases its insights and predictions on the impact the molecular economy is already having in such diverse business environments as manufacturing, financial services, and energy. Through in-depth case studies of Capital One

Financial, the U.S. Marine Corps, British Petroleum, and the biotech firm Maxygen, Meyer and Davis show how adaptive behavior works in the real world. As the rules of evolution combine with the connected economy, our business world will become unpredictable, volatile, and continually adaptive in other words, alive. Also available as an eBook.

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