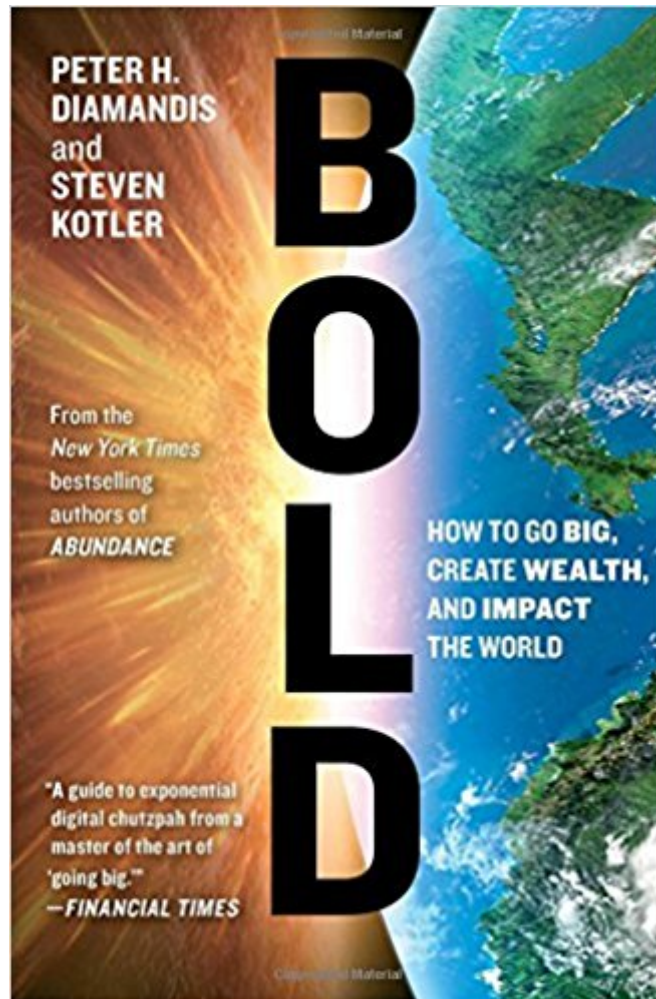


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# Bold: How To Go Big, Create Wealth And Impact The World



## Synopsis

“A visionary roadmap for people who believe they can change the world” and invaluable advice about bringing together the partners and technologies to help them do it.” —President Bill Clinton

A radical, how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools, *Bold* unfolds in three parts. Part One focuses on the exponential technologies that are disrupting today’s Fortune 500 companies and enabling upstart entrepreneurs to go from “I’ve got an idea” to “I run a billion-dollar company” far faster than ever before. The authors provide exceptional insight into the power of 3D printing, artificial intelligence, robotics, networks and sensors, and synthetic biology. Part Two draws on insights from billionaires such as Larry Page, Elon Musk, Richard Branson, and Jeff Bezos and reveals their entrepreneurial secrets. Finally, *Bold* closes with a look at the best practices that allow anyone to leverage today’s hyper-connected crowd like never before. Here, the authors teach how to design and use incentive competitions, launch million-dollar crowdfunding campaigns to tap into tens of billions of dollars of capital, and finally how to build communities’ armies of exponentially enabled individuals willing and able to help today’s entrepreneurs make their boldest dreams come true.

## Book Information

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## Customer Reviews

The book is a motivational book and it is done in a bold way. If you are following the technology trends, you’d see there’s nothing you haven’t heard of. If you are not quite tech savvy, you will be wowed by the authors’ mesmerizing descriptions of the exponential technology evolution. However, with every example of amazing technology success, the authors omit the thousands of failed

companies that are as innovative. They failed not because of lack of bold visions and actions. So be it! Let the authors focus only on the positive news and ignore the negative ones. The book was promoted as a "how to" book. I would love to know the how-to's to recreate the successes mentioned in the book. I think the authors failed miserably on providing the how-to's that are beyond any traditional how-to books: have a mission statement, stay around positive people, be persistent ... really nothing new. Since there aren't any practical breakthrough how-to's in this book, I can summarize the entire book in two words, "Think Big!" This book motivates you in a unique way to think big. You might say there are a thousand books telling you the same thing. You are right. I am not being negative, since this book tries to prevent such comment by indicating that if you don't think the way this book tells you to think, you are not on the right mindset. I am quite a positive person, but this book is just too Pollyanna for me. When I got to the last part of the book, then I realize why the authors tried to hype up the golden opportunity. Read on... Success can't just come from thinking big. You need character, emotional intelligence, relational skills, integrity, etc.

An asteroid killed off the dinosaurs in a blink of an eye. You will be extinct! If you are a large company, you are likely to get killed off the same way the dinosaurs went. Killed by exponential change in robotics, ICT, sensors, AI, synthetic biology, genomics, nanotechnology, 3D, infinite computing, to name but a few of the asteroids. Some of these trends going 5X as fast (biology). Entrepreneurs will survive. The same way the mammals survived the dinosaurs, so will the entrepreneurs survive the next wave of destruction. In fact they will thrive. Your time to make a dent. For the first time in history a committed individual can have access to the technology, the capital and the minds to make a dent in the universe. But to make a dent in the universe, you need to understand how exponential works. Exponential has become the new buzz word. The trend that makes everything possible. The trend that will change the world. Probably best described in "The second machine age", but that book comes with a huge health warning. Exponential also means winners take all. You can do it too. And now the winners have decided to jump on the band wagon and help others to win as well. It started with "From zero to one" and then "Exponential organisations" and now "Bold". You can do it too. 6 Ds There is no doubt that digitisation leads to disruption, to demonetisation, to dematerialisation and eventually to democratisation when it becomes available to everyone for nearly free (as predicted by Chris Anderson in his book with the same title). In between these 5 Ds is deception. You don't see it coming and suddenly it is there.

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