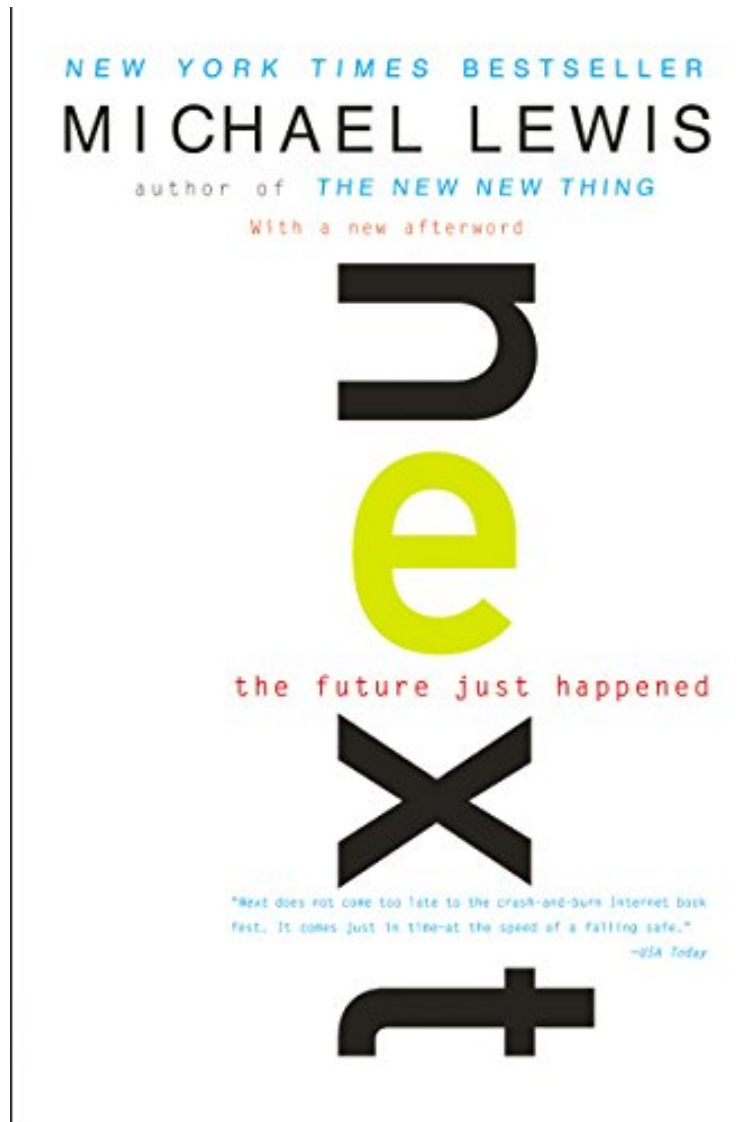


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## Next: The Future Just Happened

*Michael Lewis*

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**Michael Lewis : Next: The Future Just Happened** before purchasing it in order to gage whether or not it would be worth my time, and all praised Next: The Future Just Happened:

1 of 1 people found the following review helpful. Another Michael Lewis must read By ChuckSAs always, Michael Lewis reveals views of what has happened that are unique. His ability to find characters no one has ever heard of or new aspects of well known individuals to include in his books is absolutely fascinating. His books read like novels because you cannot believe that he is describing reality. This book was one star down from the 5 other books I have read by Michael Lewis because he, too, admits he had difficulty tying up all the strings to this subject. But it is still a

great read. 0 of 0 people found the following review helpful. Interesting Read By Frederick Webb This is a very good read. A little outdated at this point, but very interesting. It does prove that we as a society do not research what we read on the internet. It is posted on the internet so it has to be true! With the lack of fact checking sources and postings on Facebook, Twitter and other social media information has the tendency to move at ludicrous speeds. The obvious example is the 14 year old giving stock advice. He was making up the information and no one was checking the source. 0 of 0 people found the following review helpful. Michael Lewis Spot On By Tom Sparks Michael Lewis has done a great job again. This helps to clarify what's coming by looking where we have been

The New York Times bestseller. "His book is a wake-up call at a time when many believe the net was a flash in the pan." — BusinessWeek With his knowing eye and wicked pen, Michael Lewis reveals how the Internet boom has encouraged changes in the way we live, work, and think. In the midst of one of the greatest status revolutions in the history of the world, the Internet has become a weapon in the hands of revolutionaries. Old priesthoods are crumbling. In the new order, the amateur is king: fourteen-year-olds manipulate the stock market and nineteen-year-olds take down the music industry. Unseen forces undermine all forms of collectivism, from the family to the mass market: one black box has the power to end television as we know it, and another one may dictate significant changes in our practice of democracy. With a new afterword by the author.

.com If you've ever had the sneaking (and perhaps depressing) suspicion that the Internet is radically changing the world as you know it, buck up. No wait, buckle up--it is. While some people celebrate this and others bemoan it, Michael Lewis has been busy investigating the reasons for this rapid change. Employing the sarcastic wit and keen recognition of social shifts that readers of *Liar's Poker* and *The New New Thing* will recognize, Lewis takes us on a quick spin through today and speculates on what it might mean for tomorrow. Central to Lewis's observations is the idea that the Internet hasn't really caused anything; rather it fills a type of social hole, the most obvious of which is a need to alter relations between "insiders" and "outsiders." In *Next*, Lewis shows how the Internet is the ideal model for sociologists who believe that our "selves are merely the masks we wear in response to the social situations in which we find ourselves." It is the place where a New Jersey boy barely into his teens flouts the investment system, making big enough bucks to get the SEC breathing down his neck for stock market fraud. Where Markus, a bored adolescent stuck in a dusty desert town and too young to even drive, becomes the most-requested legal expert on Askme.com, doling out advice on everything from how to plead to murder charges to how much an Illinois resident can profit from illegal gains before being charged with fraud (\$5,001 was the figure Markus supplied to this particular cost-benefit query). Where a left-leaning kid of 14 in a depressed town outside Manchester is too poor to take up a partial scholarship to a school for gifted children, but who spends all hours (all cheap call-time hours, at least) engaged in "digital socialism," trying to develop a successor to Gnutella, the notorious file-sharing program that had spawned the new field of peer-to-peer computing. Lewis burrows deeply into each of these stories and others, examining social phenomena that the Internet has contributed to: the redistribution of prestige and authority and the reversal of the social order; the erosive effect on the money culture (both in the democratization of capital and in the effect of gambling losing its "status as a sin"); the decreased value we place on formal training (or as he puts it "casual thought went well with casual dress"); and the increased need for knowledge exchange. Lewis's observations are piercingly sharp. He can be very funny in portraying ordinary people's behavior, but remains thorough and insightful in his examination of the social consequences. He notes that Jonathan Lebed, the teenage online investor, had "glimpsed the essential truth of the market--that even people who called themselves professionals were often incapable of independent thought and that most people, though obsessed with money, had little ability to make decisions about it." While Lewis's commentary gets a little more dense and theoretical toward the end, *Next* is an entertaining, thought-provoking look at life in an Internet-driven world. --S. Ketchum From Publishers Weekly

utting an engaging and irreverent spin on yesterday's news, Lewis (*Liar's Poker*; *The New, New Thing*) declares that power and prestige are up for grabs in this look at how the Internet has changed the way we live and work. Probing how Web-enabled players have exploited the fuzzy boundary between reality and perception, he visits three teenagers who have assumed startling roles: Jonathan Lebed, the 15-year-old New Jersey high school student who made headlines when he netted \$800,000 as a day trader and became the youngest person ever accused of stock-market fraud by the SEC; Markus Arnold, the 15-year-old son of immigrants from Belize who edged out numerous seasoned lawyers to become the number three legal expert on AskMe.com; and Daniel Sheldon, a British 14-year-old ringleader in the music-file-sharing movement. Putting himself on the line, Lewis is freshest in his reportage, though he doesn't pierce the deeper cultural questions raised by the kids' behavior. As a financial reporter tracing the development of innovative industries like black box interactive television and interactive political polling from their beginnings as Internet brainstorming, Lewis reminds readers that the twin American instincts to democratize and commercialize intertwine on the Internet, and can only lead to new business. In the past, Lewis implies, industry insiders would simply have shut out eager upstarts, yet today insiders, like AOL Time Warner, allow themselves "to be attacked in order to later co-opt their most ferocious attackers and their best ideas." (July 30) Forecast: Lewis's track record, a major media campaign and a 12-city author tour through techie outposts will

make this hard to ignore. As a breezy summer read, it's fun enough, but those looking for profound business insights will be disappointed. Copyright 2001 Cahners Business Information, Inc. Next does not come too late to the crash-and-burn Internet book fest. It comes just in time; at the speed of a falling safe. -- USA Today A fascinating view of the future of global commerce, which, clearly, is well underway. -- Miami Herald, Richard Pachter, 30 July 2001 A thoughtful and entertaining look at the rise and fall of our new Internet-driven economy. -- Entertainment Weekly EW.com "Best Summer Reading," 9 August 2001 Don't miss his last chapter: "The Unabomber Had a Point." -- New York, Boris Kachka, 25 June 2001 His book is a wake-up call at a time when many believe the net was a flash in the pan. -- BusinessWeek, Robert D. Hof, 6 August 2001 Lewis has many good and useful things to say in this book, and he says them in an easy and witty way. -- New Orleans Times-Picayune, William C. Gibson, 29 July 2001 Michael Lewis has a knack for tapping the business zeitgeist. -- Fast Company, Polly Labarre, August 2001 [Lewis] has a natural talent for spinning hilarious scenes and uncovering wicked details. -- Newsweek [P]rovocative and entertaining.... Lewis is a gifted journalist and a smart observer. -- Wall Street Journal, Jon Katz, 27 July 2001 [U]nderstated humor and keen-edged sociological observations... -- Boston Herald, Rob Mitchell, 29 July 2001