EXPLORING THE TRANSFORMATIONAL POWER OF THE FOURTH AGE OF HUMANITY

We are living in the fourth age of humanity. First, we became human. Then we became civilized. The third age saw the creation of commerce. Now, we are becoming digital. Technology has changed the way we communicate, trade, and transact, with repercussions extending far beyond our personal spheres.

The impact of the digital revolution is that we are all connected one-to-one in real time for the first time in history, no matter where or how we live.

In Digital Human: The Fourth Revolution of Humanity Includes Everyone, author Chris Skinner provides a much-needed exploration of how the digital age is affecting human and business relationships. A lack of online presence has become unthinkable, as consumer preferences continue to trend heavily toward online business and transactions. This book offers guidance that shows how companies of all sizes can adapt to become forward-thinking digital businesses.

With chapters covering: The Evolution of the Digital Age; The Rise of Platforms and Marketplaces; The Rise of Robots; The Rise of FinTech; The Fall of Banks; and A Glimpse of the Future, Skinner also includes the first-ever in-depth English-language case study of Ant Financial and Alipay, the mobile wallet that aims to be used by over two billion humans.

Leaders must rethink their businesses to be fit for the future digital age, and this comprehensive resource shines a spotlight on the key elements to this transformation.

Digital Human will be published in May 2018 and will be available wherever books and ebooks are sold.

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About the author:

CHRIS SKINNER is best known as an independent commentator on the financial markets through the Finanser (www.thefinanser.com). He is Chair of the European networking forum, The Financial Services Club and Nordic Finance Innovation, as well Non-Executive Director of the Fintech consultancy firm 11:FS. He has been an advisor to the White House, the World Bank and the World Economic Forum. Skinner has written many books covering everything from European regulations in banking through the credit crisis to the future of banking including Digital Bank and its sequel ValueWeb.

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