



Life After Google: The Fall of Big Data and the Rise of the Blockchain Economy

George Gilder

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“Google’s algorithms assume the world’s future is nothing more than the next moment in a random process. George Gilder shows how deep this assumption goes, what motivates people to make it, and why it’s wrong: the future depends on human action.” — Peter Thiel, founder of PayPal and Palantir Technologies and author of *Zero to One: Notes on Startups, or How to Build the Future*.

“If you want to be clued in to the unfolding future, then you have come to the right place. For decades, George Gilder has been the undisputed oracle of technology’s future. Are giant companies like Google, Amazon, and Facebook the unstoppable monopolistic juggernauts that they seem, or are they dysfunctional giants about to be toppled by tech-savvy, entrepreneurial college dropouts?” — Nick Tredennick, Ph.D., Chief Scientist, QuickSilver Technolog

Silicon Valley’s Nervous Breakdown

The Age of Google, built on big data and machine intelligence, has been an awesome era. But it’s coming to an end. In *Life after Google*, George Gilder—the peerless visionary of technology and culture—explains why Silicon Valley is suffering a nervous breakdown and what to expect as the post-Google age dawns.

Google’s astonishing ability to “search and sort” attracts the entire world to its search engine and countless other goodies—videos, maps, email, calendars....And everything it offers is free, or so it seems. Instead of paying directly, users submit to advertising. The system of “aggregate and advertise” works—for a while—if you control an empire of data centers, but a market without prices strangles entrepreneurship and turns the Internet into a wasteland of ads.

The crisis is not just economic. Even as advances in artificial intelligence induce delusions of omnipotence and transcendence, Silicon Valley has pretty much given up on security. The Internet firewalls supposedly protecting all those passwords and personal information have proved hopelessly permeable.

The crisis cannot be solved within the current computer and network architecture. The future lies with the “cryptocosm”—the new architecture of the blockchain and its derivatives. Enabling cryptocurrencies such as bitcoin and ether, NEO and Hashgraph, it will provide the Internet a secure global payments system, ending the aggregate-and-advertise Age of Google.

Silicon Valley, long dominated by a few giants, faces a “great unbundling,” which will disperse computer power and commerce and transform the economy and the Internet.

Life after Google is almost here.

For fans of "Wealth and Poverty," "Knowledge and Power," and "The Scandal of Money."

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sarah says

Amazing book

I would recommend this book to anyone trying to envision the future of technology in 2018. It is an excellent analysis of what it means to develop a general artificial intelligence and how to use today's tech to get there.

Jack says

Lots of talk not much light low entropy.

Gilder provides insight into Google's world view and makes some pretty good arguments that it's unsustainable. Then he launches into typical journalists' adulation of the people who are changing the tech landscape. Finally he delves into blockchain, bitcoin et al. That part of the book is really weak. I learned nothing of value. In fact I think I know less than before I read the book. It seems more like a biography of tech superstars than an informative piece. Zero entropy
