

## ***The Information Age and Implications for future:***

Alvin and Heidi Toffler, *Creating A New Civilization* (Authors of *Future Shock*)

***First wave of civilization***—was mastery of the agricultural revolution. Who gained global dominance?? Western Europe and U.S., not Japan, USSR, China, India, etc.

***Second wave of civilization***—mass production and industrial society. Who gained global dominance? Japan and Germany tried to become dominant but U.S. in the end out-produced both countries during WWII. Then U.S. out-produced USSR in both agriculture and mass production. The assembly line was the thing. Successful countries mass produced all types of products efficiently.

***Third wave of civilization***---sells information and innovation. Countries that have brain based economies, customized products or new cutting edge manufacturing, a non-mass production orientation, heavy use of internet and wireless communication, etc. In a sense third wave societies are de-massified. **It becomes a borderless world. Heavy investment in manufacturing, machinery, and physical plants becomes obsolete.** *To be competitive, businesses needs to be adaptive, ready to change when technology changes, and have the ability to use the internet and wireless communication to market their products. Lean, mean, and smart is the key in the third wave. Mind work becomes more important than muscle work. The factory model is out. Third wave countries avoid over-centralization and take advantage of outsourcing.*