



The Mobile Wave: How Mobile Intelligence Will Change Everything

By Michael J. Saylor

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In the tradition of international bestsellers, *Future Shock* and *Megatrends*, Michael J. Saylor, CEO of MicroStrategy, brings *The Mobile Wave*, a ground-breaking analysis of the impact of mobile intelligence--the fifth wave of computer technology.

The Mobile Wave argues that the changes brought by mobile computing are so big and widespread that it's impossible for us to see it all, even though we are all immersed in it. Saylor explains that the current generation of mobile smart phones and tablet computers has set the stage to become the universal computing platform for the world. In the hands of billions of people and accessible anywhere and anytime, mobile computers are poised to become an appendage of the human being and an essential tool for modern life.

With the perspective of a historian, the precision of a technologist, and the pragmatism of a CEO, Saylor provides a panoramic view of the future mobile world. He describes how: A Harvard education will be available to anyone with the touch of a screen. Cash will become virtual software and crime proof. Cars, homes, fruit, animals, and more will be tagged so they can tell you about themselves. Buying an item will be as easy as pointing our mobile device to scan and pay. Land and capital will become more of a liability than an asset. Social mobile media will push all businesses to think and act like software companies. Employment will shift as more service-oriented jobs are automated by mobile software. Products, businesses, industries, economies, and even society will be altered forever as the Mobile wave washes over us and changes the landscape. With so much change, *The Mobile Wave* is a guidebook for individuals, business leaders, and public figures who must navigate the new terrain as mobile intelligence changes everything.

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Editorial Review

Review

"The MIT-educated Saylor exhibits a deep knowledge of the mobile world, and gives readers a peek free of boring geek-speak. Readers will be able understand and appreciate his clear and engaging exploration of a complex, red-hot, and thoroughly up-to-the minute topic."

--"USA Today"

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"It is a thoughtful romp across invention and innovation -- and blessedly free of MicroStrategy sales pitches."

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"In "The Mobile Wave" his vision is clear--we face a future in which paper, devices such as phones, credit cards and cash, entertainment venues, doctor's office visits, and even the classroom will be obsolete, or nearly so. He wants everyone on the bandwagon, from toddlers to grandparents."

--"Washingtonian" Magazine

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Forbes.com

With one month remaining until the presidential election, it seems every economic statistic is up for interpretation by each party. On Friday, the Bureau of Labor Statistics (BLS) reported the unemployment

rate dipped from 8.1% to 7.8%, provoking both Democratic celebration and Republican consternation. Whether or not you believe former General Electric CEO Jack Welch is right to question the integrity of this number, both sides need to pay less attention to it altogether. The denominator in this equation, the size of the labor force, excludes people who have given up looking for work, people working fewer hours than they want (the "underemployed"), etc. . . . It is a very misleading.

A better proxy for employment health is the employment-population ratio. This percentage has been flattish year-over-year and anchored between 58-59%; brushing multi-decade lows. Moreover, the growth of two-income households cannot be blamed for the relative contraction of the labor force. Median household income has been stagnant since the twenty-first century began. These are just two data points, but in aggregate households a

About the Author

Michael Saylor is the chairman and CEO of the publicly traded company MicroStrategy. With degrees in engineering as well as Science, Technology, and Society from MIT, he is a science historian, and a formidable intellectual whom "Slate" called mesmerizing. He is not just a high-tech entrepreneur, but also a serious scholar whose success in business stems from his obsession since college and really since childhood with understanding what Thomas Kuhn called the structure of scientific revolutions. He has appeared on TV interview shows including "60 Minutes" and "Charlie Rose," and has been profiled in "Newsweek," "Time," "Slate," "The New Yorker," and "The Washington Post."

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