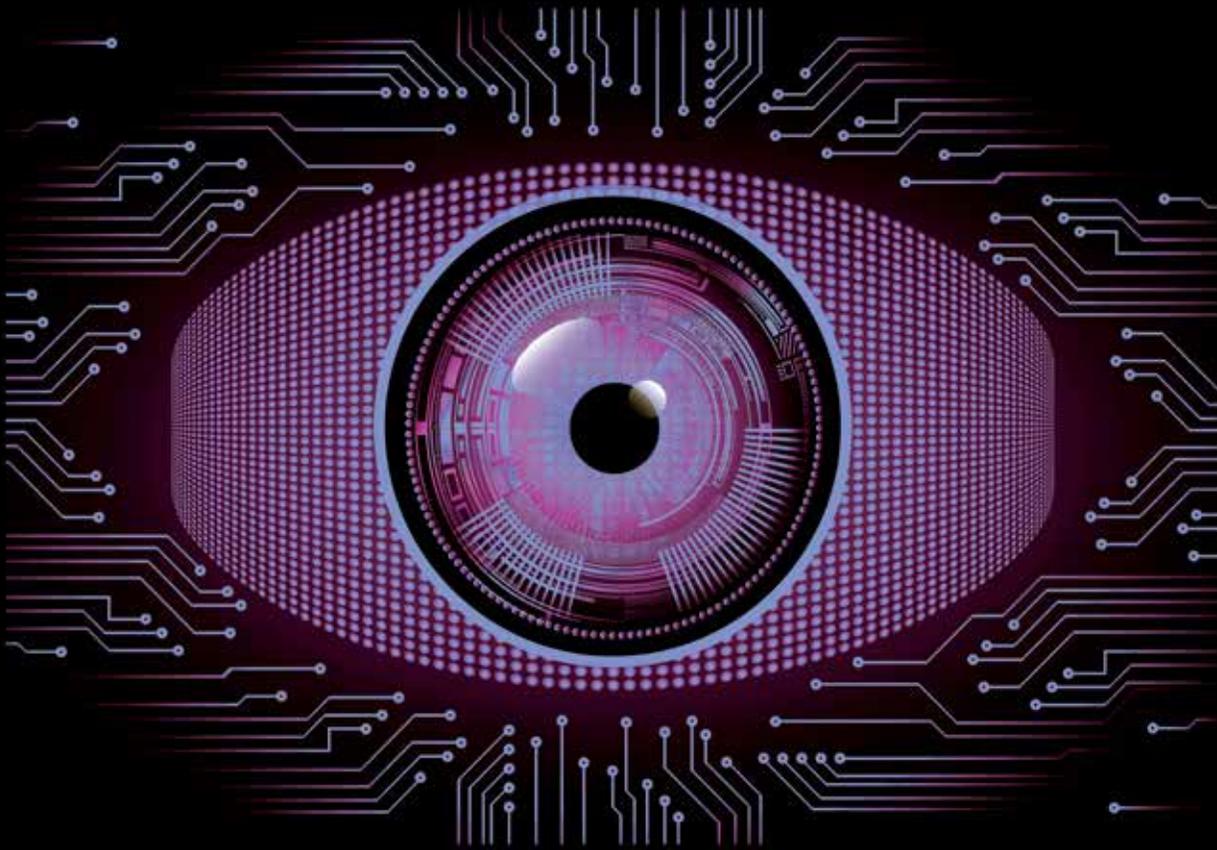
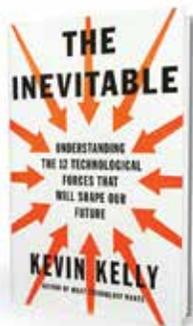


NEW FRONTIERS

A roundup of books, websites and other resources from and for the C-suite.

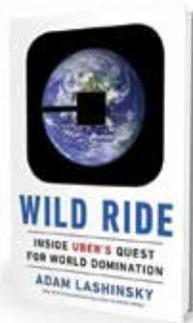


SHUTTERSTOCK



The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future by Kevin Kelly. Viking, 2016.

There is no better time to be a creator than right now, says *Wired* co-founder Kevin Kelly in *The Inevitable*. “This is the moment that folks in the future will look back at and say, ‘Oh, to have been alive and well back then!’” It is hard not to catch his unbounded optimism when reading the book. Virtual reality contact lenses? Holodecks? Artificial intelligence as ubiquitous as electricity? Not only are these advancements possible, he declares, they are inevitable. Follow Mr. Kelly’s imaginative ride to stay ahead of the curve.



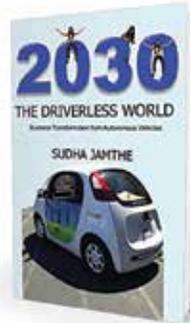
Wild Ride: Inside Uber's Quest for World Domination by Adam Lashinsky. Portfolio, 2017.

If you have read all the news in the last several months about Uber and its controversial former CEO, Travis Kalanick, you may think you already have a good idea of what goes on inside the company. But Adam Lashinsky sets out to prove there is so much more beneath the surface. The *Fortune* executive editor has been reporting on Uber since its inception, and it shows in *Wild Ride*. His detail-oriented, imagery-rich journalistic approach will make you feel like you know Mr. Kalanick personally and is particularly interesting given the company's recent headlines. The book also tracks the company's skyrocket trajectory—and, yes, recent scandals. "Uber is the most fascinating business story in the world right now," Mr. Lashinsky has said. "Period."



Dawn of the New Everything: Encounters With Reality and Virtual Reality by Jaron Lanier. Henry Holt and Co., 2017.

Who better to expound on virtual reality (VR) than the man who is credited with both pioneering the technology and coining the term? While Mr. Lanier has been publicly critical of Big Tech and other manifestations of the digital era for the past few years, *Dawn of the New Everything* heads in a different direction. Mr. Lanier explores how VR can actually enrich our lives and foster a greater understanding of one another (for more on this idea, see Agents of Change on page 60). You will also gain some personal background on the man who is often revered as a visionary, including his upbringing in New Mexico's UFO territory.



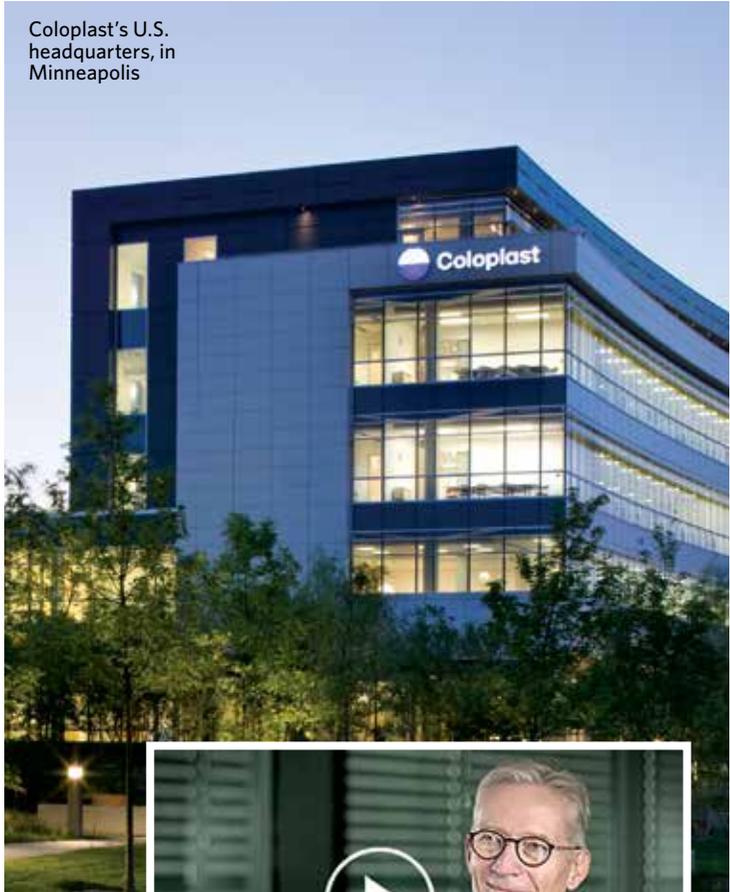
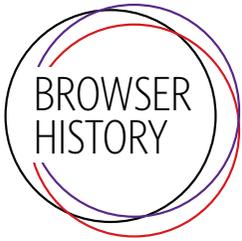
2030 The Driverless World: Business Transformation From Autonomous Vehicles by Sudha Jamthe. Amazon Digital Services, 2017.

Imagine this scenario: You are walking down the street when a passing commuter has a heart attack. After you call for emergency services, a drone suddenly arrives from the hospital with a defibrillator. An EMT appears on the drone's video screen and explains how to use the defibrillator while you wait for the ambulance to arrive. This is just one scenario in our future that Ms. Jamthe, an internet of things business instructor at Stanford University's Continuing Studies Program, envisions in her book *2030 The Driverless World: Business Transformation From Autonomous Vehicles*. "Autonomous does not necessarily mean taking the existing car and making it drive itself," she told *IQ*. "It could be a drone, it could be a vehicle in a different form that we didn't imagine—but it's going to change. It's going to focus on solving problems that we have just learned to live with."



"Autonomous does not necessarily mean taking the existing car and making it drive itself."

—Sudha Jamthe



Coloplast's U.S. headquarters, in Minneapolis

LESSONS FROM THE BATTLEFIELD

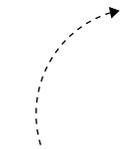
In the nine years that Lars Rasmussen has been CEO of Coloplast, he has racked up impressive accolades for both himself and the Denmark-based medical device and services company. In 2016, Coloplast was among *Forbes'* top 25 most innovative companies, and two years earlier, Mr. Rasmussen was heralded as one of *Harvard Business Review's* best-performing CEOs.

In an interview from IMD business school's webcast series "The Learning CEO," Mr. Rasmussen discusses some of his secrets for success, such as separating individual happiness from the health of the business, as well as the challenges he still faces,

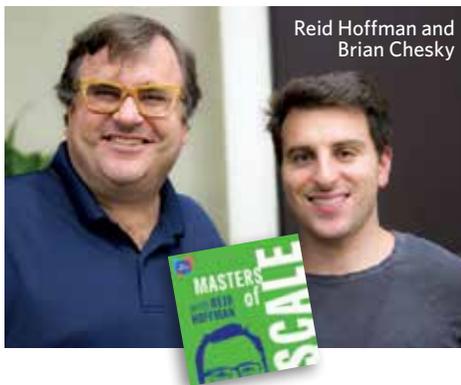


like getting employees to inform him of bad news—and quickly. It is an enlightening look into the mind of a CEO who has come a long way since taking on the role in 2008 as part of a turnaround directive to boost earnings.

In 2016, Coloplast was among *Forbes'* top 25 most innovative companies.



SCALING UP



Reid Hoffman and Brian Chesky

Reid Hoffman knows how to scale a business. The co-founder of LinkedIn and current partner at venture capital firm Greylock Partners has been nicknamed "The Oracle of Silicon Valley" and "The Startup Whisperer." His latest endeavor seeks to share some of this wisdom, along with that of other successful entrepreneurs. *Masters of Scale* is a podcast hosted by Mr. Hoffman that

features stories from guests such as Facebook's Mark Zuckerberg, Netflix's Reed Hastings and Airbnb's Brian Chesky. The first episode explores how Mr. Chesky went from \$25,000 in credit card debt to running a company valued at \$30 billion, in part by following one of Mr. Hoffman's favorite maxims: To scale your business, you have to do things that do not scale.

THIS IS YOUR LIFE: CONQUER YOUR COMMUTE

Your daily commute may be bad for your health. Studies have found that many Europeans rate their commutes as more stressful than their actual jobs, and having a travel time of 45 minutes or more could even increase couples' chances of divorce. Here are some tips to better weather your travel time:

1 Reduce It: One of the most obvious ways to conquer your commute is simply to make it shorter. For those who are already searching for a different job or home, do not discount the impact of a long commute. “Most people overweight the upside of traveling a greater distance—a job with a higher salary, for example, or a larger house in a nicer neighborhood—while underweighting the downsides of commuting,” a *Harvard Business Review* (HBR) article says. “We call this ‘commuter’s bias.’”



If neither moving nor job hunting is in

your future, HBR suggests making arrangements to occasionally work from home—or at least work closer to home. Look for nearby shared office spaces through organizations such as WeWork and PivotDesk.



2 Use It Productively: Your a.m. commute is a prime time to start shifting your mind into work mode and preparing for the day or week ahead. Being mentally prepared upon arrival will make you not only more productive at work but also happier and more energetic, HBR says. “This is a simple, straightforward strategy available to everyone,” the article adds. “Simply ask yourself: ‘What steps can I take today and during this week to accomplish my work and career goals? How can I be more productive?’”

Try implementing a ritual, no matter how big or small, as part of this preparation. Research has found that a routine, such as looking at your calendar for the day (provided you are not in the driver’s seat), can make people more satisfied with their jobs and less stressed out than those who do not have a fixed routine.



3 Stop Rushing: Productivity coach Hillary Rettig noted in *Fast Company* that part of the stress of commuting comes from the fact that we are usually in a hurry. “When people are commuting, they’re most likely rushing,” she says. “Rushing degrades our happiness. Most of us probably don’t realize the stress it causes us physically and emotionally.”

To gain some extra minutes in the morning, try to move as much of your routine as possible to the night before, Ms. Rettig suggests. And once you wake up, avoid distractions like checking emails or turning on the television. If you need a daily news briefing, opt for the radio.

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