

TOPICS:

Future of Business, Innovation, Technology, Science

BIG IDEAS:

- **Technologies of Collaboration.** Howard's latest exploration is into what he calls the "technologies of cooperation"—a new wave of tools that are enabling ever more complex forms of collective human action. Howard explores why this is true, and where we might be going next. What are the dynamics and the structure of humans organizing collective actions in the years ahead?
- **Smart Mobs: The Third Technological Revolution.** The untethered Internet won't be the Net as we know it, presented on telephones as we know them, but a new medium, more powerful and disruptive than the PC and Internet revolutions. Every industry, family, community will be affected. Howard tells you how your world will change, and helps you learn what to do about it.
- **Virtual Communities & Online Social Networks.** Knowing how social cyberspaces enhance organizational communication can empower people and transform organizations. Howard shows others how to tap the power of many-to-many media.



Howard Rheingold

*Pioneering Thinker on
the Future of Technology
and Society*

www.monitortalent.com

BIOGRAPHY

Howard Rheingold has a proven record of accurate technology and social forecasting through more than two decades of syndicated columns, bestselling books, and pioneering online enterprises. Now he's on to the next and biggest thing: the marriage of mobile phone, PC, and wireless Internet, which is changing the way we meet, mate, entertain, govern, and conduct business.

No armchair futurist, Rheingold was founding Executive Editor of *HotWired*, the first commercial webzine, where the web-based discussion forum and the online banner ad were invented. His most recent book, *Smart Mobs*, was acclaimed by *The New York Times*, *Washington Post*, *San Francisco Chronicle*, and *Boston Globe*, and it was named one of the "Big Ideas" of 2002 by *The New York Times Magazine*.

In the early 1990s, Howard wrote the first book about the social uses of cyberspace, *The Virtual Community*, which forecast the Internet explosion. Years earlier, *Tools for Thought* anticipated a remarkably accurate vision of the future of the PC and Internet in the year 2000. In 1996, Howard founded Electric Minds, one of *Time* magazine's "ten best websites of 1996." He sold Electric Minds to Durand Communications in 1997.

Today, a merger of mobile communications, pervasive computing, and the Internet is triggering new forms of collective action. Governments have fallen. Industries have emerged. And novel forms of social communication and public have erupted around the globe. Few are more qualified to help organizations understand how these trends and technologies will affect lifestyles and business. Through stories, case histories, and well-crafted forecasts, Howard empowers and inspires others to think about, discuss, and plan for the changes ahead. His customized "think-tank" sessions move beyond keynotes and include high-level brainstorming among top executives, planners, or engineers, as well as action-organized written summaries and follow-up online discussions.

Howard has appeared on *Today*, *Good Morning America*, *ABC Primetime Live*, *CNN*, *CBS News*, *NBC News*, *MacNeill-Lehrer Report*, *NPR's Fresh Air* and *Marketplace*. He is a non-resident Fellow at the Annenberg Center for Communications and a visiting professor at De Montfort University. Currently, he is teaching a digital journalism course at Stanford and a participatory media class at Berkeley, and he is working on a new book on cooperation.



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A SERVICE OF MONITOR NETWORKS

For more information contact:

Mel Blake: (617) 252-2472 [mel_blake@monitor.com]

Jacqueline Lewis: (617) 252-2022 [jacqueline_lewis@monitor.com]

Erica Colonero: (617) 252-2922 [erica_colonero@monitor.com]

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