

<<High Tech High Touch>>

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内容概要

What do Martha Stewart, genetically cloned sheep and the scandalous Piss Christ artist Andres Serrano have in common? They're all manifestations of "high tech/high touch," an unwieldy concept pulled from Naisbitt's bestselling 1982 Megatrends and here dusted off as a cautionary paradigm for the technologically addled 1990s. Written collaboratively with Naisbitt's daughter, Nana, with additional help from artist Douglas Philips, the book draws on Naisbitt's indefatigable research techniques to spot trends in newspapers, television shows, magazines and the Internet. Naisbitt is concerned with the conundrums that technology has presented to American culture. Children soak up violence from video games like Redneck Rampage, while the specter of eugenics looms over the burgeoning biotech industry. A final section lightens the cautionary tone of much of this book, delivering an eloquent survey of artists who are probing the ethical questions raised by evolving medical practices. Naisbitt sees Americans trapped in what he calls a "Technology Intoxication Zone," and he urges people to unplug their laptops long enough to rediscover the simplicity of starry nights and snowfalls. And remember what it means to be human. Naisbitt at least raises questions about the effects of technology on culture and the spirit that the authors of *The Long Boom* (reviewed above) seem to think are a waste of valuable bandwidth. \$125,000 ad/promo; 7-city author tour.

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