

# Ninja Future: Secrets to Success in the New World of Innovation, Gary Shapiro, 2018, HarperCollins, 2018, 9780062890535, 368 pages

Preview "Ninja Future" by Gary Shapiro. Ninja Future: Secrets to Success in the New World of Innovation. by. Gary Shapiro. Ninja Future is an essential read for businesses and individuals striving to remain competitive in a rapidly evolving world: Gary Shapiro, the president and CEO of the Consumer Technology Association, casts his eye toward the future, charting how the innovative technologies of today will transform not only the way business is done but society itself. New innovations such as self-driving vehicles, blockchain, 5G, the Internet of Things, and countless others will forever change the economy as we know it. Ninja Future is an essential read for businesses and individuals striving to remain competitive in a rapidly evolving world. Shapiro is the New York Times best-selling author of Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses (Harper Collins, 2013) and The Comeback: How Innovation will Restore the American Dream (Beaufort, 2011). Through these books and through television appearances, and as a columnist whose more than 1,000 opinion pieces have appeared in publications such as The Wall Street Journal, The New York Times and The Washington Post, Shapiro has helped direct policymakers and business leaders on the importance of innovation in the U.S. economy. In his latest book "Ninja Future: Secrets To Success In The New World Of Innovation" Shapiro urges business leaders to adopt the mentality of feudal Japan's secretive and efficient ninja warriors. As tempting as the prospect may be, this doesn't mean learning to strike from the shadows, silently and lethally, to take out your competition with your sword and throwing stars. No rather the key is to learn to adapt to the unexpected and be prepared for every eventuality, Shapiro says. Just as the ninja would often fight against overwhelming odds to snatch victory from the jaws of defeat, ninja b Ninja Future is an essential read for businesses and individuals striving to remain competitive in a rapidly evolving world. About the Author. Gary Shapiro is president and CEO of the Consumer Technology Association (CTA), the U.S. trade association representing more than 2,200 consumer technology companies and which owns and produces CES@ "The Global Stage for Innovation." I picked this book up to read because I was curious if the author would be able to create something of value on the topic of innovation. I've picked up many books of this type over the years. And none of them have produced.