



Margaret Heffernan
Uncharted: How to Navigate the Future
(Simon & Schuster, September 8, 2020 \$30.00)

Book Summary

From former CEO and popular TED speaker Margaret Heffernan comes a timely and enlightening book that equips you with the tools you need to face the future with confidence and courage.

How can we think about the future? What do we need to do—and who do we need to be?

In her bold and invigorating new book, distinguished businesswoman and author Margaret Heffernan explores the people and organizations who aren't daunted by uncertainty.

We are addicted to prediction, desperate for certainty about the future. But the complexity of modern life won't provide that; experts in forecasting are reluctant to look more than 400 days out. History doesn't repeat itself and even genetics won't tell you everything you want to know. Tomorrow remains uncharted territory, but Heffernan demonstrates how we can forge ahead with agility.

Drawing on a wide array of people and places, *Uncharted* traces long-term projects that shrewdly evolved over generations to meet the unpredictable challenges of every new age. Heffernan also looks at radical exercises and experiments that redefined standard practices by embracing different perspectives and testing fresh approaches. Preparing to confront a variable future provides the antidote to passivity and prediction.

Ranging freely through history and from business to science, government to friendships, this refreshing book challenges us to mine our own creativity and humanity for the capacity to create the futures we want and can believe in.

Editorial Reviews

"Heffernan is admired for books that question the received wisdom of how management works; she is a business guru who brings the stern discipline of good sense to the business book genre. In this book she turns her attention to a topic that absorbs most business leaders—and the rest of us too: how to think about what the future holds. . . . Wise and appealingly human."-- Tim Harford, *Financial Times*

"The cumulative result of Heffernan's smartly assembled case studies and insights is a thought-provoking look at how readers can face down a sometimes frightening future with courage and grace."-- *Publishers Weekly*

Margaret Heffernan is an entrepreneur, chief executive, and author. She was born in Texas, raised in Holland, and educated at Cambridge University. She worked for the BBC and developed interactive multimedia products with Peter Lynch, Tom Peters, Standard & Poors, and The Learning Company. She has served as Chief Executive Officer for InfoMation Corporation, ZineZone Corporation, and iCAST Corporation. The author of *Beyond Measure*, *Willful Blindness*, and *A Bigger Prize*, among others, she blogs for HuffPost, CBS Moneywatch, and Inc.com.

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