

Earth



# Aliens On Earth.com

Resources for those who are stranded here

Earth



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It all sounded very ominous in the 1970s: Change is happening too damn fast. We are all suffering from Future Shock. It was an attractive buzzword, especially when intoned by Orson Wells in a documentary of the same name, but what did it mean? Almost three decades later, we all seem to have survived. Whatever future shock is, it doesn't feel too unpleasant.

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### From the Book Cover

Future Shock is about the present.

Future Shock is about what is happening today to people and groups who are overwhelmed by change. Change affects our products, communities, organizations -- even our patterns of friendship and love.

Future Shock vividly describes the emerging super-industrial world - tomorrow's family life, the rise of new businesses, subcultures, life-styles and human relationships -- all of them temporary.

Future Shock illuminates the world of tomorrow by exploding countless clichés about today.

Future Shock will intrigue, provoke, frighten, encourage and, above all, change everyone who reads it.

Alvin Toffler, former Associate Editor of Fortune, has been a Visiting Professor at Cornell University and a Visiting Scholar at the Russell Sage Foundation. His books include The Culture Consumers and The Schoolhouse in the City. His articles have appeared in scholarly journals as well as such varied publications as Life and Playboy.

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