



They're Coming for You: Threats and changes from innovative ideas

Mr Gareth A Little

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Silicon Valley is out to get you. An army of hungry, ambitious engineers are working on ways to completely upend the status quo of everything you take for granted: driving your car, shopping for food and consuming media are all under threat of being transformed beyond all recognition. Underpinning every gadget and piece of technology in the world, hundreds of billions of lines of code which are attacked and exploited every day. Springing up from the modern Internet, a plague of services and startups intent on destroying established business models. No area of modern life will be left untouched by tech companies, large and small, who are out to reshape society, the economy, transportation and the very concepts of ownership and privacy. They're Coming for You: Threats and changes from innovative ideas, is a primer on the current state of how online and offline life are becoming ever more intertwined. They're Coming For You exposes how today's hot young startups are using billions in venture capital to forcibly destroy many established industries. By sidestepping regulation and buying influence companies such as Uber, Google, Facebook and Airbnb are altering life for users and non-users alike.

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