



ALVIN
TOFFLER

THE
THIRD
WAVE

THE CONTROVERSIAL NEW
PERSPECTIVE ON THE MORROW
FROM THE AUTHOR OF

MPH BOOKSTORES (SINGAPORE) PTE. LTD.
A MEMBER OF THE JACK CHIA - MPH GROUP

Contents

Introduction	15
A Collision of Waves	21
1 <i>Super-struggle</i>	23
<i>The revolutionary premise</i>	25
<i>The leading edge</i>	26
<i>Waves of the future</i>	28
<i>Goldbugs and assassins</i>	31
The Second Wave	33
2 <i>The architecture of civilization</i>	35
<i>The violent solution</i>	36
<i>Living batteries</i>	39
<i>The technological womb</i>	39
<i>The vermilion pagoda</i>	40
<i>The streamlined family</i>	42
<i>The covert curriculum</i>	43
<i>Immortal beings</i>	44
<i>The music factory</i>	45
<i>The paper blizzard</i>	46
3 <i>The invisible wedge</i>	51
<i>The meaning of the market</i>	53
<i>The sexual split</i>	56
4 <i>Breaking the code</i>	59
<i>Standardization</i>	60
<i>Specialization</i>	62
<i>Synchronization</i>	64

<i>Concentration</i>	67
<i>Maximization</i>	68
<i>Centralization</i>	70
5 <i>The technicians of power</i>	74
<i>The integrators</i>	75
<i>The integrational engine</i>	77
<i>The power pyramids</i>	79
<i>The super-élites</i>	80
6 <i>The hidden blueprint</i>	82
<i>Mechano-mania</i>	84
<i>The represento-kit</i>	85
<i>The global law factory</i>	86
<i>The reassurance ritual</i>	88
7 <i>A frenzy of nations</i>	91
<i>Changing horses</i>	92
<i>The golden spike</i>	95
8 <i>The imperial drive</i>	96
<i>Gas pumps in the garden</i>	99
<i>The margarine plantation</i>	101
<i>Integration à l'Américain</i>	103
<i>Socialist imperialism</i>	106
9 <i>Indust-reality</i>	110
<i>The progress principle</i>	111
<i>The software of time</i>	115
<i>Repackaging space</i>	117
<i>The 'stuff' of reality</i>	121
<i>The ultimate why</i>	124
10 <i>Coda: the flash flood</i>	127

The Third Wave 137

- 11 *The new synthesis*** 139
- 12 *The commanding heights*** 142
- The sun and beyond* 143
 - Tools of tomorrow* 149
 - Machines in orbit* 153
 - Into the depths* 155
 - The gene industry* 157
 - The techno-rebels* 160
- 13 *De-massifying the media*** 166
- A warehouse of images* 167
 - The de-massified media* 169
 - Blip culture* 176
- 14 *The intelligent environment*** 179
- Enhancing the brain* 183
 - The social memory* 187
- 15 *Beyond mass production*** 189
- Mouse milk and T-shirts* 191
 - The presto effect* 195
 - The death of the secretary?* 196
- 16 *The electronic cottage*** 204
- Doing homework* 205
 - The telecommuters* 210
 - The home-centred society* 214
- 17 *Families of the future*** 218
- The pro-nuclear campaign* 219
 - Non-nuclear lifestyles* 221
 - The child-free culture* 223
 - 'Hot' relationships* 226
 - Love Plus* 228
 - The campaign for child labour* 229

	<i>The electronic expanded family</i>	231
	<i>Parental malpractice</i>	232
	<i>Easing into tomorrow</i>	234
18	<i>The corporate identity crisis</i>	236
	<i>Kabuki currency</i>	236
	<i>The accelerative economy</i>	239
	<i>The de-massified society</i>	241
	<i>Redefining the corporation</i>	243
	<i>A pentagon of pressures</i>	245
	<i>The multipurpose corporation</i>	249
	<i>Many bottom lines</i>	251
19	<i>Decoding the new rules</i>	254
	<i>The end of nine-to-five</i>	256
	<i>The sleepless Gorgon</i>	258
	<i>Schedule-a-friend</i>	260
	<i>Computers and marijuana</i>	262
	<i>The post-standardized mind</i>	264
	<i>The new matrix</i>	267
	<i>Small-within-big is beautiful</i>	272
	<i>The organization of the future</i>	274
20	<i>The rise of the prosumer</i>	275
	<i>The invisible economy</i>	277
	<i>Overeaters and widows</i>	278
	<i>The do-it-yourselfers</i>	280
	<i>Outsiders and insiders</i>	284
	<i>Prosumer lifestyles</i>	286
	<i>Third Wave economics</i>	290
	<i>The end of marketization</i>	295
21	<i>The mental maelstrom</i>	299
	<i>The new image of nature</i>	300
	<i>Designing evolution</i>	302
	<i>The progress tree</i>	304
	<i>The future of time</i>	306
	<i>Space travellers</i>	309

	<i>Wholism and halfism</i>	311
	<i>The cosmic playroom</i>	314
	<i>The termite lesson</i>	318
22	<i>The crack-up of the nation</i>	321
	<i>Abkhazians and Texicans</i>	322
	<i>From the top down</i>	328
	<i>The global corporation</i>	329
	<i>The emerging 'T-Net'</i>	332
	<i>Planetary consciousness</i>	335
	<i>Myths and inventions</i>	336
23	<i>Gandhi with satellites</i>	338
	<i>The Second Wave strategy</i>	339
	<i>The broken success model</i>	341
	<i>The First Wave strategy</i>	343
	<i>The Third Wave question</i>	346
	<i>Sun, shrimp, and chips</i>	348
	<i>The original prosumers</i>	355
	<i>The starting line</i>	358
24	<i>Coda: the great confluence</i>	359
	<i>Tomorrow's basics</i>	361
	<i>The concept of practopia</i>	367
	<i>The wrong question</i>	369
	Conclusion	373
25	<i>The new psycho-sphere</i>	375
	<i>The attack on loneliness</i>	377
	<i>Telecommunity</i>	382
	<i>The heroin structure</i>	383
	<i>The secret of the cults</i>	384
	<i>Life-organizers and semi-cults</i>	387

26	<i>The personality of the future</i>	390
	<i>Growing up different</i>	392
	<i>The new worker</i>	394
	<i>The prosumer ethic</i>	397
	<i>The configurative me</i>	399
27	<i>The political mausoleum</i>	402
	<i>The black hole</i>	402
	<i>Private armies</i>	407
	<i>The messiah complex</i>	409
	<i>The world web</i>	414
	<i>The inter-weave problem</i>	415
	<i>The decisional speed-up</i>	416
	<i>The collapse of consensus</i>	418
	<i>The decisional implosion</i>	421
28	<i>Twenty-first-century democracy</i>	425
	<i>Minority power</i>	428
	<i>Semi-direct democracy</i>	436
	<i>Decision division</i>	441
	<i>The expanding élites</i>	444
	<i>The coming super-struggle</i>	446
	<i>A destiny to create</i>	450
	Notes	454
	Bibliography	492
	Index	523