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REVIEW OF COMPETING FOR THE FUTURE BY GARY HAMEL C K PRAHALAD

- I bought this book with anticipation, because the book blurb intrigued me.

Boy, was I disappointed! As others have stated, the background of the story is that there is an emerging presence of "mutant" humans, ones who seem to have superhuman powers. As in all comic book stories, the "good" mutants fight the "bad" mutants and try to protect human society. All that comes crashing to an end in the USA when one of the baddies manages to wipe out most of San Francisco. Immediately, it seems, the normal humans turn against all the mutated humans, an Executive Order is issued by the President abolishing their civil rights and giving them 30 days to leave the country or else be subject to "termination" without due cause. Special MTAC squads are set up in all major cities to handle the extermination of the mutants. Is there any real exploration into whether or not the mutants are just the further evolution of humanity? No. Is there any real explanation as to why the entire population of the USA seemingly allows civil rights to be trampled without demur? No. Is it ever even explained why the mutated humans who acted as superheroes and supervillians adopted corny names and wore costumes? No. Instead we get the character of Soledad O'Roark, a bigoted and essentially nasty female cop. One who apparently was so traumatized by what happened in San Francisco (she and her family were supposed to take a trip there that day but didn't because she was ill) that she has dedicated her entire life to becoming the scourge of the mutants. Never mind that they were obviously childhood heroes to her, never mind that outside of her police duties she never comes into contact with them, never mind that the majority of the mutated humans follow a "harm none" policy, never mind that no one she knew

was killed in San Francisco. She is a WOMAN WITH A MISSION. She has no close friends, she keeps her family at arm's distance, she has no social life - her life is her job and her goal is to become the baddest bad-ass in the special MTAC squad and kill the mutants. She is single-minded in her hatred. She doesn't seem to care if the people she kills help humanity or hurts them; she resents that they have god-like abilities and that's enough for her. There is a rather lame romantic tangent in the story - frankly I could not see why on earth the character of Ian would have been attracted to her in the first place, much less put up with all of her bigotry when he didn't seem to share her POV. THE FOLLOWING IS A SPOILER: When they are involved in a traffic accident on their way to taking a vacation after having finally admitting that they love each other, Soledad begs Ian to help her save a woman trapped in a burning car, Ian does so but has to reveal that he too is a mutated human. The woman's life is saved solely due to his intervention, but does that even penetrate Soledad's mind and cause her to rethink her bigotry? No, she takes out her gun then and there at the accident site and empties it into him - the man she professes to love. Soledad is a one-note cartoon character who exhibits no true emotional or intellectual growth throughout the book. And as a black woman, she shows a complete lack of understanding of the historical incongruity of her mindset and bigotry. Since this is the first book in the series, I suppose there is always the chance that Soledad will evolve into a more, not compassionate - that would be stretching things too far, but perhaps a more thoughtful person, but frankly I'm not going to devote the time or money

to try to find that out.

- I have been interested in interface design since I started programming. I always complained about bad interfaces and praised good and simple interfaces. Very strange among all the techies! I had read a lot of articles and all the GUI guides of MS and Apple. I had a lot of ideas about good design. But I never had the courage to read a full scientific book on the subject. This was the book that

explained everything to me. From the hows and whys of human interaction with machines, to metrics and all the way to crazy ideas. I think it is a fantastic book for beginners or experts. And, if you are a beginner, it will give enough background for you to start serious investigation on your own. It comes with a lot of Bibliographic references that will enable you to continue to study such a passionate subject.