



Humans Are Underrated: What High Achievers Know That Brilliant Machines Never Will

Geoff Colvin

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It's easy to imagine a nightmare scenario in which computers simply take over most of the tasks that people now get paid to do. The unavoidable question—will millions of people lose out, unable to best the machine?—is increasingly dominating business, education, economics, and policy.

The bestselling author of Talent Is Overrated explains how the skills and economy values are changing in historic ways and offers a guide to what's next for all workers. Mastering technical skills that have historically been in demand no longer differentiates us as it used to. Instead, our greatest advantage lies in our deepest, most essentially human abilities—empathy, creativity, social sensitivity, storytelling, humor, relationship building, and expressing ourselves with greater power than logic can ever achieve.

These high-value skills craete tremendous competitive advantage—more devoted customers, stronger cultures, breakthrough ideas, and more effective teams. And while many of us regard these abilities as innate traits, it turns out they can all be developed. As Colvin shows, they're already being developed in a range of farsighted organizations, including the Cleveland Clinic, the U.S. Army, and Stanford Business School.



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