



MAMMON FAX



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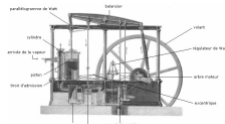
Welcome to the 4th Industrial Revolution

The one who knows the answer to the one-million-dollar question: "What comes after the third industrial revolution?" holds the key to the economy of the future. It has been commonly accepted to speak of three industrial revolutions, that have reshaped the economy and thus the face of the earth in recent history. An industrial revolution is a phase of rapid technological, economic and social change that follows a base-innovation of such radical dimension that is groundbreaking in every sense and, of course, revolutionizes the workplace. New jobs are being created, old forms of work vanish.

The 1st Industrial Revolution



It was 1769. After the groundbreaking invention of a machine using steam-power to pump water out of mines by English blacksmith Thomas Newcomen in 1712, it was the pioneering spirit of **James Watt** that introduced the **steam engine** for industrial



use. Steam-power as a foundational power source took over from water and wind. Steam-powered spinning machines were able 200 times more productive than manually-driven spinning-wheels. This led to a revolutionary change of the human workplace, and forever affected everything, down to family structures and the thinking-patterns of individuals.

The 2nd Industrial Revolution

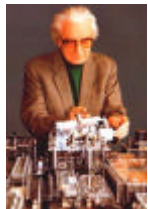


The second industrial revolution began through the invention of electricity. **Thomas Alva Edison** invented the gramophone in 1877, and 1879 the world saw the first light bulb. Assisted by breakthrough-developments in the chemical industry as well as using



oil for the combustion engine this led to a technological revolution which profoundly changed life and economy at the beginning of the 20th century.

The 3rd Industrial Revolution



was spearheaded by the invention of the computer. As early as 1941, German engineer **Konrad Zuse** built the Z3, the first programmable electromechanical binary computer. 1971 the first **microprocessor** was hitting the market, and with it the first "micro-computer": Altair 8800.



In 1976 Steve Jobs and Steve Wozniak developed the first computer for private use: Apple 1. The rest is history.

More than 575 million computers were in use worldwide at the beginning of 2005. Predictions say that this number will double by 2010. With the arrival of the Internet the information-age was born, dividing the world into *Knows* and *Don't know*s – and created a historic wave of new ignorance, as people began to drown in information:

Data data everywhere – but not a drop to think!

At this point, the knowledge of mankind doubles every 2 years. Futurologist are predicting that in 2050 the human knowledge-base will double each day. But who could remain on top of this surge of information? Key questions today therefore are: how to organize exploding information, and: how to manage the chaos? The Russian Nikolai Kondratieff proposed in 1926 the theory of long economic cycles. His thesis: waves arise from the bunching of basic innovations, launch technological revolutions that in turn create leading industrial or commercial sectors. The five basis-innovations were: 1) industrial revolution (steam age); 2) steam-railways and cotton-age; 3) The steel- and electricity-age; 4) age of oil, car and massproduction; 5) information and telecommunication age. Today we float expressions like postmodernity or Generation-X, and many are busy with incantations of a "6th Kondratieff", which is to say that we don't really know what comes after postmodernity.

The 4th Industrial Revolution: The Inspiration-Age



We propose that the key concept revolutionizing the economy in the future will be **inspiration**. In the information age we were online – via modem or DSL. But on the other side was still only a computer, programmed by humans. In the Inspiration-Age we also will be increasingly online: with the invisible world. **The basis innovation is the discovery of the reality of inspiration.** Whoever grasps the nature and anatomy of inspiration, and the connection between inspiration, innovation and industrialization, will have a huge head-start into the future. The future world will be divided into the Inspired and the Uninspired. Those offering inspiration, and those buying – or ignoring it. No human being is able to know all the relevant facts any more – he depends on the right inspiration, whether he likes it or not. Management by gut-feeling or spontaneity won't be enough. The Bible describes the End of Ages as an era where there are two groups greatly contrasting each other: an anti-christian, babylonian worldsystem, a "container of all unclean spirits" on one hand, and "apostles, prophets and saints" on the other. Both groups are inspired – from vastly different sources. One by Satan, the other one by God. If this describes the climax of human history, we better get ready for the future. And make sure we are truly online - with God.

Once a month a breath of fresh air and liberating insights about the top issues work and money – by Dr. Thomas Giudici (economist and management consultant) and Wolfgang Simson (theologian and strategy consultant) ©

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