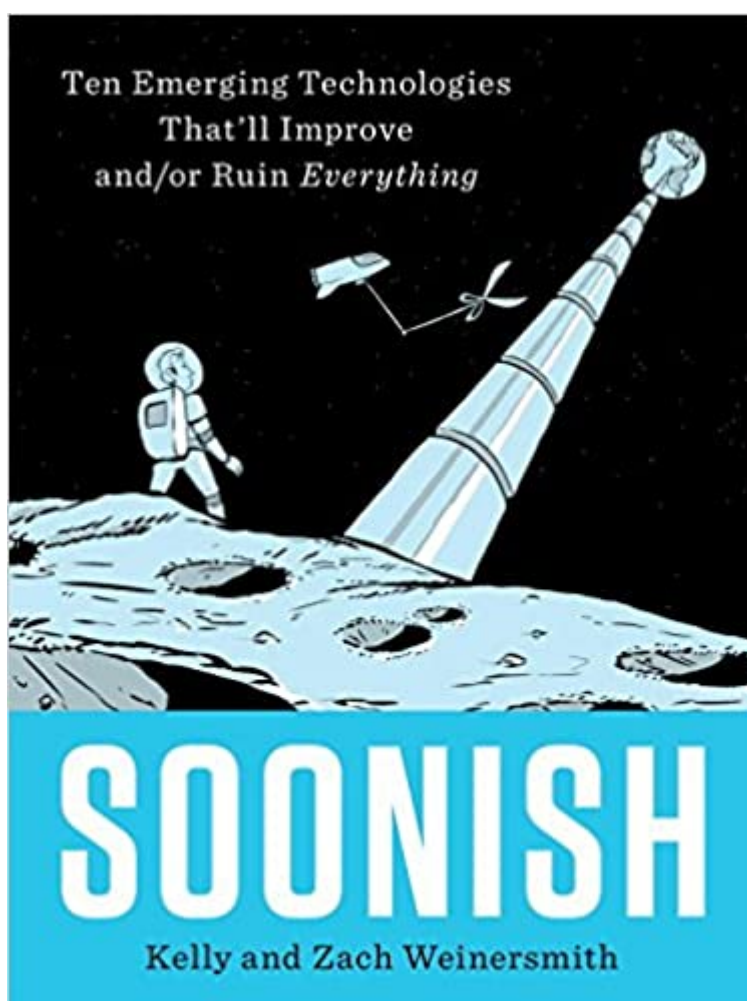


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# Soonish: Ten Emerging Technologies That'll Improve And/or Ruin Everything



## Synopsis

From a top scientist and the creator of the hugely popular web comic Saturday Morning Breakfast Cereal, a hilariously illustrated investigation into future technologies -- from how to fling a ship into deep space on the cheap to 3D organ printing -- What will the world of tomorrow be like? How does progress happen? And why do we not have a lunar colony already? What is the hold-up? In this smart and funny book, celebrated cartoonist Zach Weinersmith and noted researcher Dr. Kelly Weinersmith give us a snapshot of what's coming next -- from robot swarms to nuclear fusion powered-toasters. By weaving their own research, interviews with the scientists who are making these advances happen, and Zach's trademark comics, the Weinersmiths investigate why these technologies are needed, how they would work, and what is standing in their way. New technologies are almost never the work of isolated geniuses with a neat idea. A given future technology may need any number of intermediate technologies to develop first, and many of these critical advances may appear to be irrelevant when they are first discovered. The journey to progress is full of strange detours and blind alleys that tell us so much about the human mind and the march of civilization. To this end, SOONISH investigates ten different emerging fields, from programmable matter to augmented reality, from space elevators to robotic construction, to show us the amazing world we will have, you know, soonish.

## Book Information

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## Customer Reviews

"Space elevators, gold asteroids, and fusion-powered toasters - who knew science could be so much fun? And who knew fun could be so scientific? 'Soonish' is hilarious, provocative, and

shamelessly informative." • " Tim Harford, author of *Messy* and *The Undercover Economist* • "Basically, I think this book is a masterpiece, and something I wish I'd written myself." • " Scott Aaronson, David J. Bruton Centennial Professor of Computer Science at the University of Texas at Austin and author of *Quantum Computing Since Democritus* • "Playful, yet deep." • " Dr. George Church, Harvard University • "I love this book so much I 3D printed myself a second heart so I could love it more." • " Dr. Phil Plait, astronomer, author, writer of the *Bad Astronomy Blog* • "Kelly and Zach promised me a crystal ball, but what I got is both more insightful and far more entertaining than staring into a dumb glass orb. • *Soonish* will make you laugh and -- without you even realizing it -- give you insight into the most ambitious technological feats of our time. You should read this book, sooner than soonish." • Alexis Ohanian, Cofounder of Reddit • "Predicting the future of scientific endeavor isn't easy, but this fun title from this husband-and-wife team gives readers plenty of amazing possibilities to think about. . . . The authors leaven even the most serious topics. . . . The Weinersmiths deliver a fascinating look at the most provocative and promising research going on today and how it could alter the way we work and live." • "Publishers Weekly, starred review • "The world of emerging technologies is a fascinating place, though for the layperson, the specifics and implications of scientists' most groundbreaking research can be mind-boggling. . . . Thankfully, husband-and-wife team Kelly and Zach Weinersmith boil down some particularly juicy advances and present them in a compelling, accessible, and wryly funny way. . . . With infectious enthusiasm, the Weinersmiths serve up the perfect combination for curious, critical minds. Popular-science writing has rarely been so whip-smart, captivating, or hilarious (albeit occasionally terrifying)." • "Booklist, starred review • "Astute. . . . [Kelly and Zach Weinersmith] deliver excellent descriptions of the science behind each [technological] wonder and the state of current research that may or may not bear fruit." • "Kirkus

Zach Weinersmith is the cartoonist behind the popular geek webcomic *Saturday Morning Breakfast Cereal*. His work has been featured in *The Economist*, *The Wall Street Journal*, *Slate*, *Forbes*, *Science Friday*, *Boingboing*, the *Freakonomics Blog*, the *RadioLab* blog, *Entertainment Weekly*, *Mother Jones*, *CNN*, *Discovery Magazine*, and more. • Dr. Kelly Weinersmith is Adjunct Faculty in the BioSciences Department at Rice University, where she studies parasites that manipulate the behavior of their hosts. In addition to being a respected researcher, she cohosts *Science...Sort Of*, which is one of the top 20 natural science podcasts. Kelly spoke at *Smithsonian Magazine's "The Future is Here 2015,"* and her work has been featured in *The Atlantic*, *Science*, and *Nature*.

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