

The 3rd Ingredient

The Journey of Analog Ethics into the World of Digital Fear and Greed

In his new book, business expert, author and futurist, Jim Blasingame, reveals the source of our anxiety about technology: an unprecedented ethical paradigm shift.

As contemporary humans on the threshold of the Digital Age, we must remember one immutable fact: You and I are not the least bit digital. We are, have always been, and always will be, analog. From Euclid to Edison to Eddie, your brother-in-law, we're all physical, analog beings. And ready or not, we're racing faster and faster into the ever-more-digital 21st century.

"But wait!" you say. "We've been adopting and adapting to technology for generations, why is now any different from then?"

Blasingame says it's because of something very new in our world. We've created a new force – a truly new innovation with its own energy: Beyond technology, we now have digital technology that produces digital leverage. All this is great, until you realize that digital leverage is generally bereft of something humans have required for 10,000 years: ethics – like trust.

Our anxiety today is because we're looking for analog ethics – as we've always known it – in each new application of digital leverage. And when we try to apply our analog ethics to digital tools, they just can't move fast enough to function in an environment that turns at billions of bits per second, while travelling at the speed of light.

The 3rd Ingredient reveals in plain English why you're anxious about such issues as the Facebook/Cambridge Analytica scandal, the Amazon Alexa controversy and next week's AI/robot/digital leverage revelation.

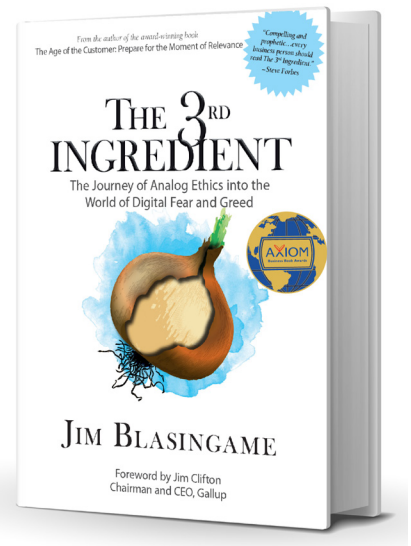
One of Blasingame's primary conclusions is that our greatest danger is not from artificial intelligence or a robot, but from ourselves. That as we democratize digital leverage, we have to become devoted to digital ethics that can be applied simultaneous with the pressing of an "Enter" key. Blasingame says that every day – sometimes within seconds – we pass any number of analog ethical tests, while increasingly failing digital ethical tests. We've never had to make these kinds of decisions before, thus the anxiety.

Humans have never known a time when the leverage we created didn't come wrapped in the ethics we also created – until now. Consequently, Blasingame says, we have little or no reference for starting such a conversation, but time is of the essence. "We have to find a way to mount ethics, like digital trust, on a 9 GHz, nitrogen cooled, 8 core processor. And we have to start now, because we haven't yet created digital ethics and quantum computing is literally around the corner."

With *The 3rd Ingredient*, perhaps like no one else to date, Blasingame reveals that we'll continue to have anxiety about digital leverage – from AI to Big Data to privacy to security – until we've found a way to transition from analog ethics to digital ethics. And the purpose of this book is to begin a conversation about how to accomplish this transition.

Humans are experiencing a new and abrupt confluence of forces: Seductive and compelling digital leverage is challenging our primal analog nature. And likely without realizing it, we're looking for ethical reconciliation that hasn't yet been created. As we continue to race into the ever-more-digital 21st century, hell-bent-for-light-speed, there's the rub.

Jim Blasingame is an internationally-recognized business futurist, thought leader, award-winning author, and entrepreneurship expert. He is creator and host of the award-winning weekday radio program, *The Small Business Advocate Show*, celebrating over 20 years on the air. Jim is the author of four books, including the multiple award-winners, *The Age of the Customer: Prepare for the Moment of Relevance*, and the newly released, *The 3rd Ingredient: The Journey of Analog Ethics into the World of Digital Fear and Greed*. He is a syndicated columnist in newspapers and magazines plus online publications. He has received numerous awards from national organizations such as the U.S. SBA and American Chamber of Commerce Executives.



Contact: Davonna Blasingame, dsb@jbsba.com, 888-823-2366 (o), 256-335-4212 (m).

The 3rd Ingredient® is a registered trademark of Small Business Network, Inc.

Questions for Jim about *The 3rd Ingredient*

- Technology has been part of our lives for several generations now. Why are we more anxious about it now?
- You say that we're in the middle of an unprecedented 10,000-year shift. Can you back that up?
- When other thought-leaders are focusing on solutions involving innovations like algorithms, artificial intelligence, big data and robots, why are you focused on the ancient concept of ethics?
- You say we can't count on the Facebooks, Googles and Amazons to operate ethically, it's up to each one of us. But how is that possible? How can we make a difference?
- Why do you say the Facebook/Cambridge Analytica controversy, and the revelation that Amazon's Alexa may be listening when it shouldn't, is what your book is all about?
- Why do you stress that the only thing common to where we've been and where we're going is us – analog humans.
- Your book is titled *The 3rd Ingredient*. What is that?
- What are the first two Ingredients? Why do we need a third one?
- In your book, you talk about “Equilibrium.” What do you mean by that?
- In the book, you describe our “analog-ness”. Why is that important for us to understand?
- You differentiate between analog and digital in a number of ways. Why is that?
- What's the difference between analog ethics and digital ethics?
- Will we actually ever be able to achieve digital trust?
- You say, “analog humans require trust.” What does that mean?
- You say that virtually every day, we're likely to pass the “analog ethics” test and then, within seconds, fail the “digital ethics” test. How is that possible?
- You say that the road to achieving digital ethics goes through our understanding of analog ethics. Explain.
- Isn't this transition we're experiencing today like all the others? Things will just work out, won't they?
- You say that humans are more likely to take ourselves down hundreds of years before robots control humanity. Explain.

Recognition & Awards

- *The 3rd Ingredient* has garnered five international awards, including three for the book, one for the cover and one for internal page design. This is Blasingame's second consecutive award-winning book. To date, his books have sold 250,000 copies.
- *The 3rd Ingredient* has been peer-nominated for the APF's (Association of Professional Futurists) 2018 Most Significant Futures Works award.
- From the Foreword, by Jim Clifton, CEO of Gallup: “In *The 3rd Ingredient*, Jim has done the heavy lifting to get us to think about the ethical impact of digital leverage. He's both a prophet and prolific reporter on how humans must navigate this first-time-in-history shift from our analog past to our digital future.”
- Steve Forbes said, “In *The 3rd Ingredient*, Jim Blasingame innovatively asks and answers arguably the most profoundly critical question of our time: Why is technology causing so much anxiety? This book is compelling and prophetic – every business person should read it.”
- Legendary management guru, Ken Blanchard, offers this appraisal: “You'll never feel the same about the digital world we live in after you read Jim Blasingame's important new book, *The 3rd Ingredient*.”
- Jim Barnes, Director of Axiom Business Book Awards said, “With *The 3rd Ingredient*, Jim Blasingame's intellectual and linguistic abilities make him the O. Henry of business books!”