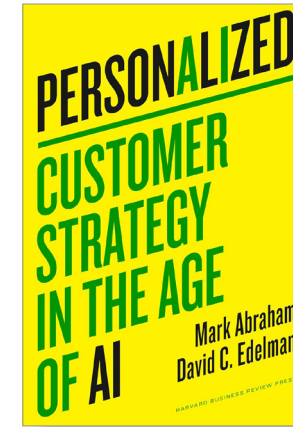


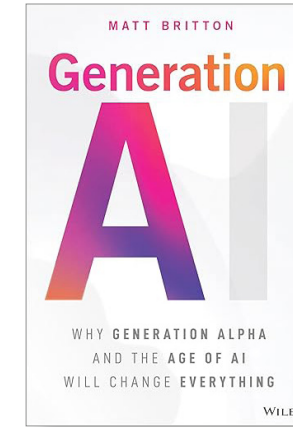


**POWER PROSE**  
New releases on hyper-personalization, Gen Alpha, and AI's future.  
By Waseem Abbas



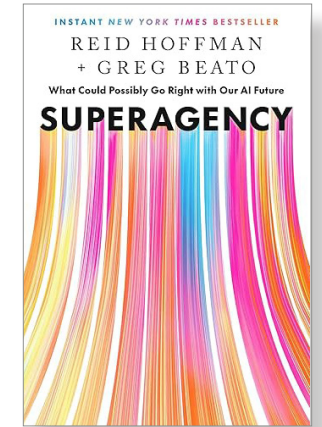
**Personalized: Customer Strategy in the Age of AI**  
By Mark Abraham & David Edelman, HBR Press, Oct. 2024

Consumers want personalized experiences, but few companies are rising to the challenge. Those that succeed in personalization build trusted relationships with millions of customers and engage with them at every step throughout their journey. Through the power of AI, they can unleash the creativity to fine-tune every interaction, delighting customers in the process. With detailed examples across industries, *Personalized* will help executives learn how to put personalization at the center of their strategy, accelerate growth, and capture their share of the personalization prize.



**Generation AI: Why Gen Alpha & The Age of AI Will Change Everything**  
By Matt Britton, Wiley, Coming May 2025

In *Generation AI*, futurist and consumer trend expert Matt Britton explores how artificial intelligence is reshaping society, from consumer behavior to education, work, relationships, and health. As the first generation born into an AI-enabled world, Generation Alpha will experience a paradigm shift in lifestyle and career paths. With impacts on consumer behavior, including personalized shopping and the role played by the creator economy in capturing mindshare, *Generation AI* also examines ethics and privacy in a comprehensive new take on this once-in-a-lifetime technology.



**Superagency: What Could Possibly Go Right with Our AI Future**  
By Reid Hoffman & Greg Beato, Authors Equity, Jan. 2025

*Superagency* offers a roadmap for using AI inclusively and adaptively to improve our lives and create positive change. While acknowledging challenges like disinformation and potential job changes, the book focuses on AI's immense potential to increase individual agency and create better outcomes for society as a whole. *Superagency* challenges conventional fears, inviting us to view the future through a lens of opportunity. It's a call to embrace AI with excitement and actively shape a world where human ingenuity and AI combine to create something extraordinary.

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**“*Superagency* provides an essential lens on how AI can address some of the most pressing global challenges of our time and ensure that everyone in society can benefit from this technology. An important read.”**

—Bill Gates