



The Naked Future: What Happens in a World That Anticipates Your Every Move?

Patrick Tucker

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“A thorough yet thoroughly digestible book on the ubiquity of data gathering and the unraveling of personal privacy.” —Daniel Pink, author of *Drive*

Thanks to recent advances in technology, prediction models for individual behavior grow more sophisticated by the day. Whether you'll marry, commit a crime or fall victim to one, or contract a disease are becoming easily accessible facts. The naked future is upon us, and the implications are staggering.

Patrick Tucker draws on fascinating stories from health care to urban planning to online dating. He shows how scientists can predict your behavior based on your friends' Twitter updates, anticipate the weather a year from now, figure out the time of day you're most likely to slip back into a bad habit, and guess how well you'll do on a test before you take it.

Tucker knows that the rise of Big Data is not always a good thing. But he also shows how we've gained tremendous benefits that we have yet to fully realize.

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