

PRESS RELEASE

Build a Better **FUTURE**

7 Mindsets for Navigating
the Age of Acceleration



ROBERT B. TUCKER
Bestselling author of *Innovation is Everybody's Business*

BUILD A BETTER FUTURE

7 Mindsets for Navigating the Age of Acceleration

FOR IMMEDIATE RELEASE
OCTOBER 5TH, 2025

NEW BOOK BY FUTURIST ROBERT B. TUCKER AIDS TO HELP US PREPARE FOR HUMAN LIFE TRANSFORMED BY ARTIFICIAL INTELLIGENCE AND OTHER MEGAFORCES OF CHANGE

SANTA BARBARA, CA. Globally recognized business futurist and innovation thought leader **Robert B. Tucker** released his highly anticipated 8th book, **BUILD A BETTER FUTURE: 7 MINDSETS FOR THE AGE OF ACCELERATION**, at an exclusive book launch party in Santa Barbara on October 5, 2025.

"There will be more change in the next 10 years than in the previous 100," Tucker claims in the new book. In a world defined by disruption technological breakthroughs, demographic shifts, climate change, and geopolitical upheavals Tucker believes we are simply not prepared for what all this change will foment. Is human consciousness worth preserving? Will democracy survive as we have known it for the past 250 years? These questions, and many more, are addressed in the book, which one reviewer called a **"practical framework for leaders and individuals"** in the Age of Acceleration.

"Too many people and organizations are overwhelmed by the sheer speed of change," writes Tucker, who has brought his strategic and innovative ideas to audiences in 54 countries and has been featured on CNBC, PBS and is a contributor to Forbes.com. **"This book is about reclaiming your agency, leading strategically amidst uncertainty, and proactively shaping the future you want for yourself, your family and your organization."**

Build a Better Future introduces seven mindsets that empower readers to navigate what Tucker calls the MegaForces of Change, while applying his proven D.I.T.O. Framework (*Direction, Implications, Threats, Opportunities*) to anticipate challenges and seize emerging opportunities.

"More than a forecast, this book is a call to action," says Tucker. Build a Better Future is a guide to becoming change resilient, future-ready, and an innovator in shaping the future tomorrow.

"Tucker reminds us that the future isn't something to fear – it's something we can shape, one choice at a time, with the right vision and intention. If you believe the best days are still ahead, this book will help guide you there."

*Mark Sanborn, author of *The Fred Factor**



Pre-orders for Build a Better Future are now open on Amazon and major booksellers.

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