



2045: A Story of Our Future

By Peter Seidel

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Global warming, environmental degradation, the rapid pace of technological innovation, and the economic stresses of globalization give rise to much speculation about the future. How will these dynamic factors affect society in the coming decades? In this dystopian novel, environmental expert Peter Seidel has created a stark and haunting vision of a world on the near horizon.

Carl is a small-town midwestern businessman who is accidentally put into a coma when he receives an inadequately tested vaccine. When he finally regains consciousness, he discovers that it is the year 2045 and his unusual medical story and recovery have turned him into an international celebrity. As he visits family and friends, he finds out that almost everything has gone wrong and the family business he ran thirty-five years ago has disappeared. Carl's fame lands him a job on a seemingly idyllic tropical island with one of the eight giant international corporations that own almost everything. His job is to help promote a soft drink. He is overwhelmed by the unbounded luxury he finds on the island. But he learns that the ethical standards in this strange place are only a front. During a business trip, he discovers something that horrifies him and turns him in a new direction, one beset with life-threatening dangers.

Seidel skillfully projects a wide range of current trends into a believable and disturbing near-term future scenario.

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Editorial Review

Review

Corporate unethical and illegal behavior is common today but partially kept in check by government intervention. In *2045* the world is controlled by eight giant corporations through mergers and acquisitions. They control nearly all countries, democratic or autocratic. The environment, consumers and workers are now utterly at the mercy of the corporations. Seidel vividly describes the resulting situation in a gripping novel.--**Marshall B. Clinard**, Emeritus Professor, Sociology, University of Wisconsin - Madison.

Peter Seidel's novel gives us a sense of what life will be like in the future if we stay with our business-as-usual policies. It is an insightful, revealing read. --**Lester R. Brown**, President of Earth Policy Institute and author of *Plan B 3.0: Mobilizing to Save Civilization*

“2045 is the most important book I have ever read, for two reasons. Seidel has an astonishing ability to make an exhaustive survey of the modern world and identify all those forces that work in the system which will have a huge effect when projected ahead three or more decades. Second, he has an extraordinary ability to forecast how different kinds of forces will interact with each other. Like Tolstoy’s *War and Peace*, *2045* paints a very ‘big picture.’ This is a highly engaging and entertaining novel. However, you gradually come to notice that up to three new ideas or facts are being revealed to you every page you read.” Kenneth E. F. Watt
Author of *The Titanic Effect* and *Understanding the Environment*

“2045 offers a bold, imaginative exploration of what our world will look like thirty-five years in the future if current trends, including the depletion of natural resources, continue for a while unchecked. . . . A brilliant opportunity for all of us to envision the possible outcomes of our current levels of resource use, and to effect positive change before it is too late.” Mathis Wackernagel Executive director of Global Footprint Network and cocreator of the term “Ecological Footprint”

“. . . a timely reminder that today’s ongoing population growth and environmental degradation carry a high risk, the real possibility of a global descent into human hell. It’s not a pretty picture, but it makes for a provocative novel with a clear message: Don’t go there.” Robert Engelman Author of *More: Population, Nature, and What Women Want*

“There is a lot to learn from comparing “1984” and “2045”. In both visions, surveillance, censorship, and propaganda to promote the aims of the regime are assisted by screens in every home. Orwell did not foresee the internet, or anything comparable with netizen power. But in Seidel’s *2045*, the internet has been tamed to prevent it becoming a tool of protest against the eight dominant mega-companies. The most significant difference is that Orwell’s vision was of political totalitarianism. In *2045*, the authoritarian elite is commercial.” Chris Williams, *The Korea Herald*

About the Author

Peter Seidel is an environmental architect/planner with wide-ranging interests who studied with world-renowned Bauhaus architect Mies van der Rohe and city planner Ludwig Hilberseimer. He is the author of *Invisible Walls* and *2045: A Story of Our Future*.

Users Review

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Bernie Watts:

Reading can called brain hangout, why? Because when you find yourself reading a book specially book entitled 2045: A Story of Our Future the mind will drift away trough every dimension, wandering in most aspect that maybe mysterious for but surely might be your mind friends. Imaging every single word written in a publication then become one contact form conclusion and explanation in which maybe you never get just before. The 2045: A Story of Our Future giving you another experience more than blown away your brain but also giving you useful facts for your better life with this era. So now let us teach you the relaxing pattern the following is your body and mind will be pleased when you are finished reading it, like winning a sport. Do you want to try this extraordinary paying spare time activity?

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