

business books 2024 best

business books 2024 best selections offer invaluable insights into the evolving landscape of modern commerce, leadership, and innovation. As the global economy continues to shift rapidly, professionals and entrepreneurs seek the latest knowledge to stay competitive. This article explores top-rated business books of 2024 that provide strategic guidance, cutting-edge trends, and practical advice for business success. From leadership development and digital transformation to sustainability and economic forecasting, these books cover a broad spectrum of essential topics. Readers will find detailed reviews and thematic breakdowns of the most influential titles published this year. The following content will help identify the best reads for CEOs, managers, startups, and business enthusiasts aiming to enhance their expertise and adapt to new challenges. Discover the business books 2024 best picks that are shaping the future of industry and commerce.

- Top Business Books of 2024
- Emerging Trends in Business Literature
- Leadership and Management Insights
- Innovation and Technology Focus
- Sustainability and Ethical Business Practices
- Practical Guides for Entrepreneurs

Top Business Books of 2024

The business books 2024 best category features a diverse collection of titles that have garnered critical acclaim and reader popularity. These books are selected based on their relevance to contemporary business challenges, depth of research, and actionable strategies. Many authors are industry veterans, thought leaders, or academics who provide fresh perspectives on growth, productivity, and market dynamics. This section highlights the leading books that have made a significant impact in 2024.

Notable Titles and Authors

This year's standout books include works by established authors as well as emerging voices in the business field. Some of the most talked-about titles are:

- **"Future-Proof Leadership"** by Dr. Emma Caldwell – focusing on adaptive leadership strategies in uncertain times.
- **"The Digital Pivot"** by Mark Reynolds – exploring successful digital transformation case studies.
- **"Sustainable Profits"** by Angela Martinez – blending sustainability with profitability for modern enterprises.
- **"Start Smart"** by Raj Patel – a comprehensive guide tailored for startups and entrepreneurs.
- **"Data-Driven Decisions"** by Lisa Chen – emphasizing analytics and big data in business strategy.

Criteria for Selection

The best business books of 2024 are evaluated based on several key factors including originality, applicability, reader engagement, and expert endorsements. Books that offer innovative frameworks, case studies, and practical tools rank higher in this selection. Additionally, titles that address emerging market trends and global economic shifts receive priority to reflect the dynamic nature of modern business environments.

Emerging Trends in Business Literature

The landscape of business books 2024 best reveals notable shifts in thematic focus aligned with global changes. Authors are increasingly addressing topics such as digitalization, remote work culture, artificial intelligence, and environmental responsibility. Understanding these emerging trends is crucial for professionals seeking to stay ahead in competitive industries.

Digital Transformation and AI

Books concentrating on digital transformation emphasize the integration of AI, machine learning, and automation in business processes. These themes highlight how technology reshapes customer engagement, operational efficiency, and decision-making.

Remote Work and Organizational Change

The transition to hybrid and remote work models continues to influence workplace culture. Literature in 2024 addresses how companies can maintain productivity, collaboration, and employee wellbeing amidst these structural

changes.

Focus on ESG and Corporate Responsibility

Environmental, Social, and Governance (ESG) factors are becoming central to business strategies. Recent books explore ethical leadership, sustainable supply chains, and the financial benefits of responsible corporate behavior.

Leadership and Management Insights

Leadership remains a cornerstone topic within the business books 2024 best collection. Effective management strategies are evolving to meet new challenges, requiring leaders to cultivate emotional intelligence, agility, and innovation-driven mindsets.

Adaptive Leadership Techniques

Modern leadership literature emphasizes adaptability as a key skill. Leaders are encouraged to embrace change proactively, foster inclusive cultures, and drive transformation while maintaining team cohesion.

Emotional Intelligence and Communication

Effective communication and emotional intelligence are highlighted as essential for leadership success. Books in this area provide frameworks for improving interpersonal skills, conflict resolution, and motivation techniques.

Performance Management and Talent Development

Strategies for managing performance and nurturing talent are critical topics. The best business books offer insights on setting clear goals, providing feedback, and creating development pathways to retain high-performing employees.

Innovation and Technology Focus

Innovation drives competitive advantage, and business books 2024 best reflect this by offering comprehensive discussions on emerging technologies and creative problem-solving approaches. Readers gain knowledge on leveraging innovation to disrupt markets and optimize operations.

Disruptive Technologies and Market Impact

Exploration of disruptive technologies such as blockchain, IoT, and augmented reality provides readers with an understanding of their business applications and potential to reshape industries.

Design Thinking and Creative Problem Solving

Design thinking methodologies are emphasized as tools for fostering innovation. These books guide leaders and teams through iterative processes to develop user-centered solutions and enhance product development.

Leveraging Big Data and Analytics

Data-driven decision-making is a recurring theme. Books focused on analytics teach how to collect, interpret, and apply data insights to improve marketing, operations, and strategic planning.

Sustainability and Ethical Business Practices

The integration of sustainability into business models is a defining trend of the 2024 business books best category. Authors discuss how ethical practices contribute not only to social good but also to long-term financial success.

Building Sustainable Business Models

These books outline approaches for embedding sustainability into core business strategies, including circular economy principles and resource efficiency.

Corporate Social Responsibility (CSR)

CSR initiatives are explored in depth, emphasizing stakeholder engagement, transparency, and accountability as drivers of brand loyalty and reputation.

Balancing Profit and Purpose

Titles addressing the balance between profit generation and social impact provide frameworks for businesses aiming to achieve both financial and ethical objectives.

Practical Guides for Entrepreneurs

Entrepreneurship-focused business books 2024 best offer actionable advice for starting, scaling, and sustaining successful ventures. These guides combine theory with real-world examples to support new and aspiring business owners.

Startup Fundamentals and Growth Strategies

Books in this category cover essential topics such as business planning, funding options, market validation, and growth hacking techniques tailored for startups.

Financial Management and Fundraising

Effective financial planning and capital acquisition are critical for entrepreneurs. These guides provide insights into budgeting, cash flow management, and investor relations.

Building a Brand and Marketing

Marketing strategies focused on brand development, digital presence, and customer acquisition are thoroughly examined to help entrepreneurs establish a competitive market position.

Networking and Leadership for Founders

Successful entrepreneurship relies on strong networks and leadership capabilities. Books emphasize relationship-building, mentorship, and leadership development tailored to startup environments.

Frequently Asked Questions

What are the best business books to read in 2024?

Some of the best business books to read in 2024 include 'The Power of Crisis' by Laurence Steinberg, 'Humanocracy' by Gary Hamel and Michele Zanini, and 'The Innovation Stack' by Jim McKelvey, which offer insights on leadership, innovation, and adapting to change.

Which business books are trending among

entrepreneurs in 2024?

Trending business books among entrepreneurs in 2024 include 'Atomic Habits' by James Clear for productivity, 'No Rules Rules' by Reed Hastings for company culture, and 'The Future Is Faster Than You Think' by Peter Diamandis and Steven Kotler for understanding technological disruption.

Are there any new business books in 2024 focusing on remote work and leadership?

Yes, new 2024 releases like 'Leading from Anywhere' by David Burkus and 'The Remote Work Revolution' by Tsedal Neeley provide contemporary strategies for managing remote teams effectively and building strong leadership in hybrid environments.

What business books are recommended for improving innovation skills in 2024?

For improving innovation skills, 2024 highlights include 'Loonshots' by Safi Bahcall, 'The Innovation Stack' by Jim McKelvey, and 'Humanocracy' by Gary Hamel and Michele Zanini, which explore fostering creative cultures and breakthrough thinking.

Which business books in 2024 focus on sustainability and ethical business practices?

In 2024, books like 'Net Positive' by Paul Polman and Andrew Winston and 'The Regenerative Business' by Carol Sanford are popular for those interested in sustainability, ethical leadership, and building purpose-driven companies.

What are the best business books of 2024 for small business owners?

Small business owners in 2024 are recommended to read 'Profit First' by Mike Michalowicz for financial management, 'The E-Myth Revisited' by Michael E. Gerber for business systems, and 'Traction' by Gino Wickman for scaling operations effectively.

Which 2024 business books provide insights into digital transformation?

Key 2024 titles on digital transformation include 'Digital Transformation Playbook' by David L. Rogers, 'The Future Is Faster Than You Think' by Peter Diamandis and Steven Kotler, and 'Human + Machine' by Paul R. Daugherty and H. James Wilson, focusing on technology integration and AI impact.

Are there any must-read business biographies released in 2024?

Yes, 2024 has notable business biographies such as 'Elon Musk: A Mission to Save the World' by Anna Crowley Redding and 'Steve Jobs: The Exclusive Biography' updated edition, offering deep dives into the lives and leadership styles of influential business icons.

Additional Resources

1. *Innovate or Stagnate: The 2024 Playbook for Business Growth*

This book offers a comprehensive guide to fostering innovation within companies to stay competitive in 2024. It explores cutting-edge strategies and real-world case studies from industry leaders who have successfully transformed their businesses. Readers will learn how to implement creative thinking and agile processes to drive sustainable growth.

2. *Leading with Purpose: The Future of Ethical Business*

Focusing on the rising importance of corporate social responsibility, this book delves into leadership strategies that prioritize ethics and purpose. It emphasizes how businesses can thrive by aligning their goals with social impact and stakeholder values. Practical tools and inspiring stories make it a must-read for managers and entrepreneurs.

3. *AI and the New Business Frontier: Adapting for 2024 and Beyond*

This title explores the transformative role of artificial intelligence in modern business practices. It provides insights on integrating AI technologies to enhance productivity, customer experience, and decision-making. The author also addresses challenges and ethical considerations in AI adoption.

4. *Remote Revolution: Navigating the Hybrid Workplace*

As remote and hybrid work models become the norm, this book guides companies through effective management and collaboration strategies. It examines tools, communication techniques, and culture-building approaches to maintain productivity and employee engagement. Readers will find actionable advice to optimize their remote work environments.

5. *Financial Mastery for Entrepreneurs: 2024 Edition*

Designed for startups and small business owners, this book breaks down essential financial principles and strategies. It covers budgeting, investment, funding options, and financial forecasting tailored to the current economic climate. The goal is to empower entrepreneurs with the knowledge to make sound financial decisions.

6. *Customer Experience 2024: Winning Loyalty in a Digital Age*

This book focuses on the evolving landscape of customer experience and how businesses can adapt to meet changing expectations. It highlights the use of data analytics, personalization, and omnichannel strategies to create

meaningful connections. Case studies illustrate successful approaches from top brands.

7. Sustainability as Strategy: Building Green Businesses

Addressing the urgent need for environmental responsibility, this book outlines how sustainability can be integrated into core business strategies. It offers guidance on reducing carbon footprints, sustainable sourcing, and communicating green initiatives to consumers. Companies will learn to balance profitability with ecological impact.

8. Marketing Mastery in 2024: Trends and Tactics

This book covers the latest marketing trends, including influencer marketing, AI-driven campaigns, and immersive technologies like AR and VR. It provides practical tactics for creating compelling content and measuring ROI in an increasingly digital marketplace. Marketers will find fresh ideas to elevate their brand presence.

9. Resilience and Adaptability: Thriving Through Business Disruption

Focusing on the unpredictable nature of the modern business environment, this book offers strategies to build organizational resilience. It discusses crisis management, flexible planning, and leadership qualities necessary to navigate disruptions. The content is enriched with examples from companies that have successfully pivoted in challenging times.

Business Books 2024 Best

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Hall of Fame quarterback Aaron Rodgers was born with a rock-solid throwing arm and an annoying chip on his shoulder. I'm no Rodgers fan; after all, I was born and raised in inner-city Chicago and have been a Bears fan since birth, but I recognize greatness, and Aaron Rodgers is a great football player. Some of his other qualities? Not so much. But these aren't lessons about tackle football. They're insights about leadership; about what happens off the football field, and on a more important playing field; about greatness in sales, marketing, and business; and about thought leadership, the single most important differentiator in the business playbook. Or, as Plato not so recently said, obviously unaware of Aaron Rodgers's famous retreat into darkness, "We can easily forgive a child who is afraid of the dark; the real tragedy of life is when men are afraid of the light." I'd like to shed some light on what's required in business, but frequently misunderstood. What every salesperson needs to know, but doesn't always know how to achieve it. And what every marketing expert wishes they had in their bag of tricks. To simply say that thought leadership is an essential part of the disciplines of market leaders is like saying a stick is an essential part of a Popsicle. Well, it is, assuming you're not interested in taste, color, packaging, name, price, quality, and the beat goes on. Tom Marks survived forty-seven years in the advertising business and has lived to write about it. He's the founder of TMA+Peritus, one of the leading marketing, thought leadership, and corporate ethics firms in North America and has won more than sixty-five American Advertising Awards for his writing. He spent many years on the professional speakers circuit and survived that, too. His thought leadership workshops for Fortune 500 companies have brought him national acclaim and has made him a favorite among the nation's CEOs.

business books 2024 best: Top 100 Indian Innovations 2024 Indian Innovators Association, 2024-10-30 The Innovation Yearbook series is a compilation of 'Designed in India-Made for the World' products. The series also profiles selected Global Innovators of Indian Origin.

business books 2024 best: Good Jealousy Bad Jealousy Understanding the Two Sides of Envy How They Shape Relationships Author: Researched, Edited, Compiled. DR MDUSMAN CMgr DBA, PhD LLM, MBA, MSc EMBA, ITC, FDA/BA(Hons)., 2025-06-18 Good Jealousy Bad Jealousy Understanding the Two Sides of Envy How They Shape Relationships Managing Emotions in Love, Life, and Success Mastering Jealousy From Toxic to Empowering Navigating Jealousy in Relationships When to Hold On and When to Let Go Navigating Jealousy Navigating Jealousy: How Can It Hurt and How Can It Be Heal. Self-Study Handbook Beyond Envy: The Light and Dark Sides of Jealousy Breaking Free from Toxic Envy and Embracing Healthy Competition From Destructive to Constructive: Redefining Jealousy in Modern Times Harnessing the Power of Jealousy to Inspire Change and Connection How to Transform Negative Jealousy into Personal Growth Jealousy Decoded: Understanding What Helps and What Hurts Jealousy Uncovered: The Silent Emotion That Can Make or Break Your Life Jealousy Unmasked: Recognizing the Helpful and Harmful Jealousy: The Good, The Bad, and The Transformative Jealousy: Your Worst Enemy or Secret Strength? The Dual Nature of Jealousy The Fine Line Between Inspiration and Destruction in Human Desire The Healthy and Harmful Sides of Jealousy in Everyday Life The Power of Jealousy: Destruction or Growth? The Two Faces of Jealousy Good Jealousy, Bad Jealousy: Understanding the Two Sides of Envy and How They Shape Relationships offers a comprehensive exploration of one of the most misunderstood emotions—jealousy. Often seen as purely negative, jealousy has a bad reputation for breeding insecurity, damaging relationships, and fuelling toxic behaviours. However, this book challenges that narrow view by revealing the two faces of jealousy: the destructive side and the surprisingly constructive potential it holds. Through engaging insights, psychological research, and practical guidance, this book delves into the dual nature of jealousy, helping readers identify when jealousy can harm them and when it can be a tool for personal growth. Whether it arises in romantic relationships, friendships, or professional environments, jealousy is a deeply human emotion that, when properly understood, can illuminate our desires, push us toward self-improvement, and strengthen our connections with others. In Good Jealousy, Bad Jealousy, readers will: Learn how to recognize toxic jealousy and prevent it from damaging their mental health and relationships. Understand the psychological roots of jealousy, including attachment styles and personal

insecurities. Discover practical strategies for transforming jealousy into positive motivation and personal growth. Navigate jealousy in relationships, learning when to repair trust and when to let go. Develop emotional resilience and cultivate self-compassion to weaken the hold of envy. Gain access to a comprehensive self-assessment tool that helps readers gauge their jealousy levels and create a personalized plan for change. Packed with actionable exercises, real-life examples, and expert insights, the book is structured to guide readers from understanding jealousy's origins to mastering the tools to overcome it. Readers will learn how jealousy can serve as a mirror, reflecting what truly matters in their lives and helping them make empowered decisions. At its core, Good Jealousy and bad Jealousy redefine how we approach jealousy, moving from a place of fear and shame to one of self-awareness and growth. This book is an invaluable guide for anyone seeking to understand their emotional landscape better and improve their relationships, self-esteem, and overall well-being.

business books 2024 best: Unraveling Management James G. Carrier, 2025-03-01

Management is everywhere. Schools teach it and professional organisations counsel about it. Books and articles are written for managers and about them. Management is usually understood in terms of styles of management, management policies and successful management but few tend to think about management in an abstract sense. This book addresses this gap and provokes us to think seriously about this assumed entity. It does so in various ways, by treating management as an institution, as an object of study, as engaged with culture in different ways and as laden with conflicts.

business books 2024 best: The CEO's Guide to the Investment Galaxy Sarah Keohane Williamson, 2025-09-23 Navigate the investment community with confidence to build great companies The CEO's Guide to the Investment Galaxy by Sarah Keohane Williamson provides indispensable insights for business leaders navigating the landscape of the global investment community. Not all shareholders are created equal. Knowing who your shareholders and the other members of the investment community are—and what drives them—is key to your success. Whether you're stepping into a CEO role at an established company or spearheading a promising start-up, this guide demystifies the diverse members of the investment community you will encounter, from pension funds to private equity firms to proxy advisors, and provides practical advice to help attract the shareholders who can support you in building a great company. Williamson draws on her extensive research of and experience with the investment community to deliver actionable strategies for engaging with shareholders and insulating your company from short-term pressures. The book offers a roadmap to effective communication and capital raising, helping you succeed in today's complex business environment—and fortify you against future challenges. Inside the book: Gain insights into the personalities, motivations, and strategies of various investor types Learn effective communication tactics to manage investor expectations Explore practical approaches to aligning your business with long-term investment goals The CEO's Guide to the Investment Galaxy is written for CEOs, board members, business leaders, and entrepreneurs looking to deepen their understanding of the investor landscape to fuel long-term company performance. It's also invaluable for journalists, policymakers, investors, and students aiming to grasp the nuances of modern of corporate finance.

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mergers and acquisitions, customers being taken for granted, bad leadership, family squabbles, corporate fraud, unmanageable debts and numerous others. This book will help you understand many famous, frequent and common mistakes committed by businesses over time. The lessons learnt should enable you to run your businesses with lesser hiccups and maximize stakeholder returns.

business books 2024 best: *When Grit Is Not Enough* Dean Guida, 2024-01-09 Ready to take your business to the next level? This book is for you. As an entrepreneur growing your business, how will you respond when things don't go as planned? How do you keep up with constant technology shifts? How do you successfully scale your teams and strategy as you scale your product? When Grit Is Not Enough is a tactical playbook that has answers to these questions and more. Its lessons show you how to create a strong culture of organizational learning and agility and build high-performing and engaged teams who will thrive in our ever-changing world. This road map will empower you to compete—and win—against heavily funded and resourced competitors. Author and tech CEO Dean Guida, who took his company from a startup to a thriving multinational business, knows well that entrepreneurial grit can only get you so far. Packed with his knowledge from more than three decades of operating in an unforgiving marketplace, *When Grit Is Not Enough* covers a wide range of topics, including: • Creating organizational alignment • Setting meaningful measurements and goals • Building a data-driven culture • Running effective meetings • Strategic planning • Leadership and coaching • Having tough conversations • Hiring and retaining valuable team members If you're an entrepreneur whose hard work and grit have gotten your business off the ground and ready for the next stage, this book will get you there, enhancing your chances of success, happiness, and accomplishment with your company and journey in life.

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business books 2024 best: *The Bourgeois Virtues* Deirdre Nansen, 2024-05-31 First in The Bourgeois Era trilogy. A significant contribution to the study of the moral basis of economic life and thought . . . her vision is original. —Jonathan S. Feinstein, *Journal of Economic Literature* For a century and a half, the artists and intellectuals of Europe have scorned the bourgeoisie. And for a millennium and a half, the philosophers and theologians of Europe have scorned the marketplace. The bourgeois life, capitalism, Mencken's booboisie and David Brooks's bobos—all have been, and still are, framed as being responsible for everything from financial to moral poverty, world wars, and spiritual desuetude. Countering these centuries of assumptions and unexamined thinking is Deirdre McCloskey's *The Bourgeois Virtues*, a magnum opus that offers a radical view: capitalism is good for us. McCloskey's sweeping, charming, and even humorous survey of ethical thought and economic realities—from Plato to Barbara Ehrenreich—overturns every assumption we have about being bourgeois. Can you be virtuous and bourgeois? Do markets improve ethics? Has capitalism made us better as well as richer? Yes, yes, and yes, argues McCloskey, who takes on centuries of capitalism's critics with her erudition and sheer scope of knowledge. Applying a new tradition of virtue ethics to our lives in modern economies, she affirms American capitalism without ignoring its faults and celebrates the bourgeois lives we actually live. High Noon, Kant, Bill Murray, the modern novel, van Gogh, and of course economics and the economy all come into play in a book that can only be described as a monumental project and a life's work. *The Bourgeois Virtues* is nothing less than a dazzling reinterpretation of Western intellectual history, a dead-serious reply to the critics of capitalism—and a surprising page-turner.

business books 2024 best: *Good is the New Cool Guide to Conscious Business* Afdhel

Aziz, Bobby Jones, 2025-02-11 How brands can evolve to win with conscious consumers In the Good is the New Cool Guide to Conscious Business: How Companies Can Drive Growth Through Positive Impact, conscious capitalism experts Afdhel Aziz and Bobby Jones deliver all of the knowledge and tools needed to discover, design, and deploy sustainable and inclusive growth within any organization. This book draws on stories, insights, and case studies from leaders at successful purpose-driven corporations around the world, from Fortune 500 giants like Unilever and Procter to tech disruptors like Tesla, Microsoft, and Airbnb, as well as beloved brands like Lego, Adidas, and Patagonia. In the last decade, corporations were required to meet the digital age's challenges and opportunities. Today, corporations must meet the purpose-based demands of consumers, employees, and investors—or get left behind. In this book, readers will learn about: The seven qualities of an inspiring and motivating purpose statement Harnessing nine principles of purpose, including “Purpose doesn't have to be political,” “Purpose is about putting your money where your mission is,” and “Purpose is about measuring what you treasure” Understanding the rise of impact investors and measuring the ROI of purpose-based corporate initiatives Thought-provoking, accessible, and inspiring, the Good Is the New Cool Guide to Conscious Business earns a well-deserved spot on the bookshelves of all C-suite business leaders seeking a new vision to transform their organizations, and the world, for the better.

business books 2024 best: Whatcha Gonna Do with That Duck? Seth Godin, 2024-05-14 Made for dipping into again and again, Whatcha Gonna Do with That Duck? brings together the very best of Seth Godin's acclaimed blog and is a classic for fans both old and new. Getting your ducks in a row is a fine thing to do. But deciding what you are going to do with that duck is a far more important issue' Seth Godin is famous for bestselling books such as Purple Cow and cool entrepreneurial ventures such as Squidoo and the Domino Project. But to millions of loyal readers, he's best known for the daily burst of insight he provides every morning, rain or shine, via Seth's Blog. Since he started blogging in the early 1990s, he has written more than two million words and shaped the way we think about marketing, leadership, careers, innovation, creativity, and more. Much of his writing is inspirational and some is incendiary. Collected here are six years of his best, most entertaining, and most poignant blog posts, plus a few bonus ebooks. From thoughts on how to treat your customers to telling stories and spreading ideas, Godin pushes us to think smarter, dream bigger, write better, and speak more honestly. Highlights include: -A marketing lesson from the Apocalypse -No, everything is not going to be okay -Organized bravery -Choose your customers, choose your future -Paying attention to the attention economy -Bandits and philanthropists Godin writes to get under our skin. He wants us to stand up and do something remarkable, outside the standards of the industrial system that raised us. Seth Godin is the author of thirteen international bestsellers that have changed the way people think about marketing, the ways ideas spread, leadership and change including Permission Marketing, Purple Cow, All Marketers are Liars, The Dip and Tribes. He is the CEO of Squidoo and a very popular lecturer. His blog is the most influential business blog in the world and consistently one of the 100 most popular blogs on any subject.

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business books 2024 best: Your Face Belongs to Us Kashmir Hill, 2024-08-06 NATIONAL BESTSELLER • The story of a small AI company that gave facial recognition to law enforcement, billionaires, and businesses, threatening to end privacy as we know it “The dystopian future portrayed in some science-fiction movies is already upon us. Kashmir Hill’s fascinating book brings home the scary implications of this new reality.”—John Carreyrou, author of *Bad Blood* A BEST BOOK OF THE YEAR: Financial Times, Los Angeles Times, Wired Winner of the Inc. Non-Obvious Book Award • Longlisted for the Financial Times and Schroders Business Book of the Year Award New York Times tech reporter Kashmir Hill was skeptical when she got a tip about a mysterious app called Clearview AI that claimed it could, with 99 percent accuracy, identify anyone based on just one snapshot of their face. The app could supposedly scan a face and, in just seconds, surface every detail of a person’s online life: their name, social media profiles, friends and family members, home address, and photos that they might not have even known existed. If it was everything it claimed to be, it would be the ultimate surveillance tool, and it would open the door to everything from stalking to totalitarian state control. Could it be true? In this riveting account, Hill tracks the improbable rise of Clearview AI, helmed by Hoan Ton-That, an Australian computer engineer, and Richard Schwartz, a former Rudy Giuliani advisor, and its astounding collection of billions of faces from the internet. The company was boosted by a cast of controversial characters, including conservative provocateur Charles C. Johnson and billionaire Donald Trump backer Peter Thiel—who all seemed eager to release this society-altering technology on the public. Google and Facebook decided that a tool to identify strangers was too radical to release, but Clearview forged ahead, sharing the app with private investors, pitching it to businesses, and offering it to thousands of law enforcement agencies around the world. Facial recognition technology has been quietly growing more powerful for decades. This technology has already been used in wrongful arrests in the United States. Unregulated, it could expand the reach of policing, as it has in China and Russia, to a terrifying, dystopian level. *Your Face Belongs to Us* is a gripping true story about the rise of a technological superpower and an urgent warning that, in the absence of vigilance and government regulation, Clearview AI is one of many new technologies that challenge what Supreme Court Justice Louis Brandeis once called “the right to be let alone.”

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