



MATT RIDLEY

Award-winning, bestselling author of "The Rational Optimist", over 3 million views on TED
(When Ideas have Sex)

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- Best-selling author of "The Rational Optimist" and "The Evolution of Everything"
 - Through history, the engine of human progress and prosperity has been, and is, the mating of ideas
 - Scientist and journalist who champions the potential for human progress
 - Former Science and America Editor, The Economist
 - In spite of disasters and reverses, the world has been getting better and better for humanity over the last two centuries
 - What really matters is how smart the collective brain is. Innovation comes from people and human exchange, not from government policy or elite diktats.
 - Close to 3 million views in TED Global

Matt Ridley is bestselling author of several thought provoking books on evolution, genetics and society and expert speaker on innovation and collaboration, macro-history and human progress and climate change.

Matt Ridley's books have sold over a million copies, been translated into 31 languages and won several awards. In his best-selling book, "The Rational Optimist: How Prosperity Evolves" (Fourth Estate, 2010), Matt takes on contemporary pessimism to argue that, in spite of disasters and reverses, the world has been getting better and better for humanity over the last two centuries, and that our quality of life and material wealth will continue to increase in the 21st century. The book was longlisted for the FT's Business Book of the Year, short-listed for the Samuel Johnson prize for non-fiction, and won the 2011 Hayek Prize and the 2012 Julian Simon award.

Matt's latest book, "How Innovation Works" (2020) explores how innovation has evolved as a human habit, and how it is constantly shaping the world we live in. His book "The Evolution of Everything" (2015), argues that humanity's most important achievements develop from the bottom up, and counters conventional assumptions that major scientific and social imperatives are dictated by top-down authorities. He is also the author of 'The Red Queen' and 'Genome'.

He joined the House of Lords in February 2013 and has served on the science and technology select committee and the artificial intelligence select committee.

Matt worked for the Economist for nine years as Science Editor, Washington correspondent and American editor, before becoming an independent writer, speaker and business-man. He was founding chairman of the International Centre for Life in Newcastle. He created the Mind and Matter column in the Wall Street Journal in 2010, and was a columnist for the Times 2013-2018.

He is a fellow of the Royal Society of Literature and the Academy of Medical Sciences, and a foreign honorary member of the American Academy of Arts and Sciences.

Matt Ridley spoke at TEDGlobal 2010, and showed how, throughout history, the engine of

human progress has been the meeting and mating of ideas to make new ideas. Innovation comes from people and human exchange, not from government policy or elite diktats. The talk has close to 3 million views.

An idea worth spreading

Why are so many environmentalists keen on policies that would enlarge the human footprint? Organic farming and renewable energy mean using more land to produce food and energy. I think this is a mistake: if we double agricultural yields again, we will feed more people from less land than we plough now -- an opportunity for massive ecological restoration in this century.

TEMAS

Matt tailors each presentation to the needs of his audience and is not limited to the topics we have listed below:

- Innovation and collaboration
- Macro-history and human progress
- Climate change
- Sustainability & ESG
- Technology & Science

PROGRAMAS

The Rational Optimist: How Prosperity Evolves

Life is getting better—and at an accelerating rate. Food availability, income, and life span are up; disease, child mortality, and violence are down — all across the globe. Though the world is far from perfect, necessities and luxuries alike are getting cheaper; population growth is slowing; Africa is following Asia out of poverty; the Internet, the mobile phone, and

container shipping are enriching people's lives as never before. The pessimists who dominate public discourse insist that we will soon reach a turning point and things will start to get worse. But they have been saying this for two hundred years.

Yet Matt Ridley does more than describe how things are getting better. He explains why. Prosperity comes from everybody working for everybody else. The habit of exchange and specialization—which started more than 100,000 years ago—has created a collective brain that sets human living standards on a rising trend. The mutual dependence, trust, and sharing that result are causes for hope, not despair.

This bold book covers the entire sweep of human history, from the Stone Age to the Internet, from the stagnation of the Ming empire to the invention of the steam engine, from the population explosion to the likely consequences of climate change. It ends with a confident assertion that thanks to the ceaseless capacity of the human race for innovative change, and despite inevitable disasters along the way, the twenty-first century will see both human prosperity and natural biodiversity enhanced. Acute, refreshing, and revelatory, *The Rational Optimist* will change your way of thinking about the world for the better.

How Innovation Works: And Why It Flourishes in Freedom

Building on his national bestseller *The Rational Optimist*, Matt Ridley chronicles the history of innovation, and how we need to change our thinking on the subject.

Innovation is the main event of the modern age, the reason we experience both dramatic improvements in our living standards and unsettling changes in our society. Forget short-term symptoms like Donald Trump and Brexit, it is innovation itself that explains them and that will itself shape the 21st century for good and ill. Yet innovation remains a mysterious process, poorly understood by policy makers and businessmen, hard to summon into existence to order, yet inevitable and inexorable when it does happen.

Matt Ridley argues in this book that we need to change the way we think about innovation, to see it as an incremental, bottom-up, fortuitous process that happens to society as a direct result of the human habit of exchange, rather than an orderly, top-down process developing according to a plan. Innovation is crucially different from invention, because it is the turning of inventions into things of practical and affordable use to people. It speeds up in some

sectors and slows down in others. It is always a collective, collaborative phenomenon, not a matter of lonely genius. It is gradual, serendipitous, recombinant, inexorable, contagious, experimental and unpredictable. It happens mainly in just a few parts of the world at any one time. It still cannot be modelled properly by economists, but it can easily be discouraged by politicians. Far from there being too much innovation, we may be on the brink of an innovation famine.

Ridley derives these and other lessons, not with abstract argument, but from telling the lively stories of scores of innovations, how they started and why they succeeded or in some cases failed. He goes back millions of years and leaps forward into the near future. Some of the innovation stories he tells are about steam engines, jet engines, search engines, airships, coffee, potatoes, vaping, vaccines, cuisine, antibiotics, mosquito nets, turbines, propellers, fertiliser, zero, computers, dogs, farming, fire, genetic engineering, gene editing, container shipping, railways, cars, safety rules, wheeled suitcases, mobile phones, corrugated iron, powered flight, chlorinated water, toilets, vacuum cleaners, shale gas, the telegraph, radio, social media, block chain, the sharing economy, artificial intelligence, fake bomb detectors, phantom games consoles, fraudulent blood tests, faddish diets, hyperloop tubes, herbicides, copyright and even—a biological innovation—life itself.

The Evolution of Everything: How New Ideas Emerge

The New York Times bestselling author of *The Rational Optimist* and *Genome* returns with a fascinating argument for evolution that definitively dispels a dangerous, widespread myth: that we can command and control our world.

Human society evolves. Change in technology, language, morality, and society is incremental, inexorable, gradual, and spontaneous. It follows a narrative, going from one stage to the next; it creeps rather than jumps; it has its own spontaneous momentum rather than being driven from outside; it has no goal or end in mind; and it largely happens by trial and error—a version of natural selection. Much of the human world is the result of human action but not of human design: it emerges from the interactions of millions, not from the plans of a few.

Drawing on fascinating evidence from science, economics, history, politics, and philosophy,

Matt Ridley demolishes conventional assumptions that the great events and trends of our day are dictated by those on high, whether in government, business, academia, or organized religion. On the contrary, our most important achievements develop from the bottom up. Just as skeins of geese form Vs in the sky without meaning to and termites build mud cathedrals without architects, so brains take shape without brain-makers, learning happens without teaching, and morality changes for no reason other than the prevailing fashion. Although we neglect, defy, and ignore them, bottom-up trends shape the world. The Industrial Revolution, cell phones, the rise of Asia, and the Internet were never planned; they happened. Languages emerged and evolved by a form of natural selection, as did common law. Torture, racism, slavery, and pedophilia—all once widely regarded as acceptable—are now seen as immoral despite the decline of religion in recent decades. In this wide-ranging and erudite book, Ridley brilliantly makes the case for evolution, rather than design, as the force that has shaped much of our culture, our technology, our minds, and that even now is shaping our future.

As compelling as it is controversial, as authoritative as it is ambitious, Ridley's

Genome: The Autobiography of a Species in 23 Chapters

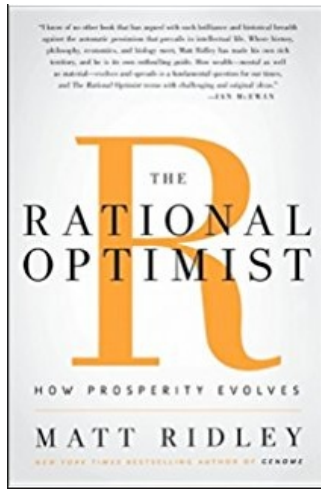
The genome's been mapped. But what does it mean?

Arguably the most significant scientific discovery of the new century, the mapping of the twenty-three pairs of chromosomes that make up the human genome raises almost as many questions as it answers. Questions that will profoundly impact the way we think about disease, about longevity, and about free will. Questions that will affect the rest of your life.

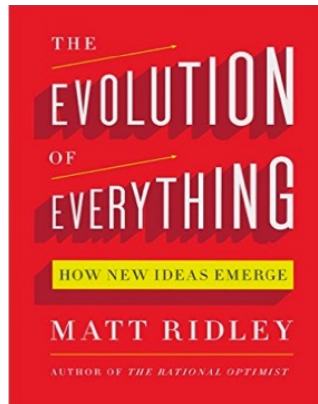
Genome offers extraordinary insight into the ramifications of this incredible breakthrough. By picking one newly discovered gene from each pair of chromosomes and telling its story, Matt Ridley recounts the history of our species and its ancestors from the dawn of life to the brink of future medicine. From Huntington's disease to cancer, from the applications of gene therapy to the horrors of eugenics, Matt Ridley probes the scientific, philosophical, and moral issues arising as a result of the mapping of the genome. It will help you understand what this scientific milestone means for you, for your children, and for humankind.

PUBLICACIONES

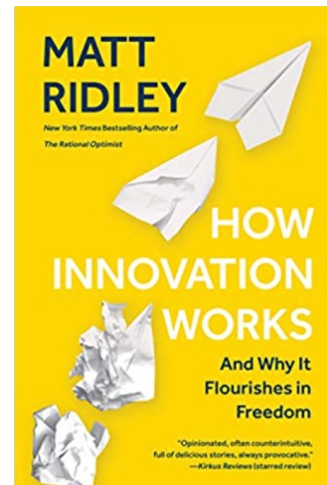
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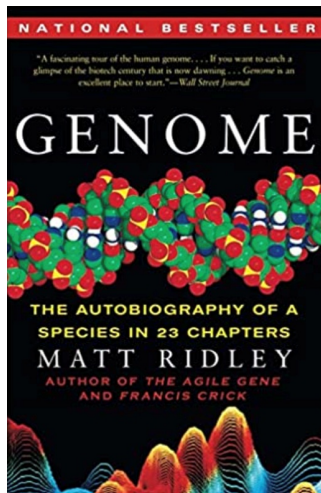
THE RATIONAL OPTIMIST



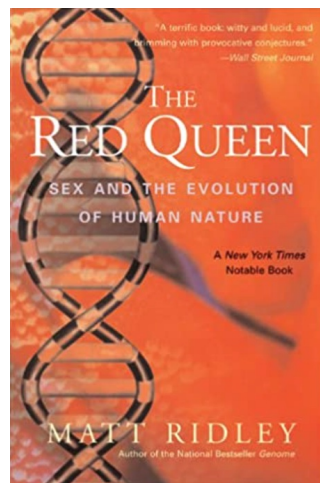
THE EVOLUTION OF
EVERYTHING



HOW INNOVATION
WORKS



GENOME



THE RED QUEEN

CONDICIONES

- **Travels from:** London, UK
 - **Fee Range:** Please Inquire
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