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# Manna: Two Visions Of Humanity's Future

**Manna**  
Two Views of Humanity's Future

by Marshall Brain



## Synopsis

Robots will soon begin taking human jobs in places like retail stores, fast food restaurants, construction sites and transportation. The key technology that will fuel the transition is inexpensive computer vision systems, and the number of human jobs at risk numbers in the tens of millions. More than half of the jobs in the United States could be eliminated. With half of the jobs eliminated by robots, what happens to all the people who are out of work? Marshall Brain's book *Manna* explores the possibilities and shows two contrasting outcomes, one filled with great hope and the other quite uncomfortable. Join Marshall Brain, founder of HowStuffWorks.com, for a skillful step-by-step walk through the robotic transition, the collapse of the human job market that results and an surprising look at humanity's future in a post-robotic world. Then consider our options. Which vision of the future will society choose to follow? About the Author Marshall Brain is best known as the founder of HowStuffWorks.com. Marshall started the site as a hobby in 1998 and it was purchased for \$250 million by Discovery Communications in 2007. As a well-known public speaker, Marshall frequently appears on radio and TV programs nationwide. He has appeared on everything from The Oprah Winfrey Show to CNN. He is the host of National Geographic's "Factory Floor With Marshall Brain". Marshall has written more than a dozen books and a number of widely known publications. Today Marshall resides in Cary, NC with his wife and four children. You can learn more about Marshall Brain at <http://MarshallBrain.com>

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## Customer Reviews

I felt that the technical plausibility and technical detail of this work was spot-on, and that the dystopia presented in the first half of the book was both believable and enlightening. I think the writing and the storytelling were better in the opening chapters and degraded slightly over the course of the book. I finished the first chapter thinking that I could probably write the software for a research-grade prototype of a system like "Manna" and I finished the second chapter well-aware of the very plausible dangers of such a system. I was less impressed with the second half of the book and feel that, from a storytelling perspective, this book's Utopia should have had a clearer dark side. I think the author left hooks in the book where such a thing could have been developed further, even while leaving a twisted utopia that was better than the world presented in the first half of the book. It could even have been written in such a way as to make the main character unaware of the negative aspects of his newfound Paradise while leaving them clear for the reader (perhaps the book was attempting to do exactly this and I missed it). I encourage the author of this work to write another book with basically the same premise, but more refined writing and more nuanced storytelling. I also encourage the reading of this book at technology-oriented book clubs, as it seems likely to produce a heated debate over ideas.

By far one of the greatest short stories I have read. I always share this story with people and encourage them to read it. Anyone who takes the time ALWAYS loves it. This is a book that has the potential of changing how you look at your own life and our society. It's \$1 on Kindle or if you're really thrifty you can read it for free online on Marshall Brains website. Get this book, read it and share with everyone you can.

Good book with an interesting view of the possible futures of the human race. I'm not sure that the nicer of those futures is something that humans can ever achieve as long as we are as we are now, but it is a nice thought. A well crafted tale that reminds me of the early days of science fiction - light

on character and long on the setting. In this case, that fits as the point of the story is to evoke thought on the possible futures and not the struggle of a particular human.

Manna is unique, as far as I am aware, in offering any kind of solution to the dilemma facing the US, the UK, and other developed nations, with growing wealth/income inequality on the one hand, and the rapid approach of job-eliminating automation on the other. TL;DR: Brain proposes a corporation, with essentially the entire society as shareholders, which owns and operates enough automation resources to provide a high-quality life for all. Discussions of wealth inequality and technological unemployment are becoming more widespread in the wake of the Occupy Wall Street movement and various bits of news about new accomplishments in machine vision, machine learning, factory automation, etc. Books by other authors in this space often command higher prices. But these other books fail to offer any real hope of creating a humane future. Only Manna presents a remotely credible road forward, and a glimmer of what might be done today to begin paving that road. The author presumably decided that embedding his proposal in a work of fiction would broaden its appeal. Regrettably, his skills in fiction writing fall short of his skills in non-fiction science writing, and public interest in his proposal has probably suffered as a result. That's a shame because we don't presently have any serious alternatives to consider.

This book sure is something else. I've been digging into the whole 'post-scarcity economy' thing for years after having first been introduced to the concept by Jacques Fresco of The Venus Project [...], James P. Hogan's "Voyage from Yesteryear" and The Culture Series from Ian Banks. I've seen the dystopian version from The Diamond Age by Neal Stephenson and Counting Heads by David Marusek. But this book Manna, drives the science fiction into the harsh limelight of the soon-to-be future. It doesn't even require real AI or advanced nanotechnology to achieve it. It all starts with a desktop computer in a back office and radio headset like they wear at the fast food restaurants. After reading this book, you'll never look at those employees wearing those headsets the same way again. After reading this book, you'll be wanting to find out where you can sign up for the post-scarcity civilization as how it should be. The book is simple, told in a narrative style by the protagonist much in the same style as Jules Verne, in my view. But that's the point: The plot is only supposed to be the vehicle to show you what is coming and how we can adapt to it as a new phase of civilization dawns on humanity. Certain details get overlooked in the process, such as how some of the things the expert software system MANNA tells/does to the employees that would get that employer in hot water with the lawyers (especially in California). But then again those details don't

really matter, as the reader becomes convinced that the paradigm shift of robots taking away 90% of human jobs will happen no matter what kind of obstacles are placed in its way. For 99 cents and only 79 pages of reading time, this book is worth its weight in gold.

This is the first instance I've seen where the real future problem is identified. That problem is that we have become so efficient few of us need to work any longer. However, our society is built about working to support ourselves. With fewer and fewer people working, the economic divide turns into a chasm. One way to explore issues is to take them to the limit. What happens if there is no work for anyone to do? Then everyone is poor, right? Well, Marshall Brain is suggesting how we need to start swerving right now. He guides us by contrasting the path we are on with the path we all could enjoy. I praise him for his insights. The book was a pleasure to read and thought provoking (and thought reinforcing).

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