Whiplash Book Summary (PDF) by Joi Ito and Jeff Howe

Ready to learn the most important takeaways from Whiplash in less than two minutes? Keep reading!



Why This Book Matters:

Whiplash explains the importance of being able to adapt in a world that continues to grow faster and faster.

The Big Takeaways:

1. **We live in a world that is always presenting us with new information.**
    1. If Our world changes around us faster than we can realize these days.
2. **Most people have access to information readily with the utilization of technology.**
    1. This accessibility to information freely takes the messenger out of the equation.
3. **You can prepare for what is to come next through implementing a pull strategy.**
    1. This type of strategy waits for the need to come to the surface before taking action, allowing for

a more flexible approach to the unexpected.

4. **Rules can hold back a person’s potential.**
    1. If everyone always followed the rules, nothing new would ever be created.
5. **Being able to prosper after being attacked means more than surviving the attack.**
    1. Standing strong isn’t always the answer. Sometimes, a more flexible approach is the one that will allow you to continue after the fight is finished.

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