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— Rebecca D. Costa  
American Sociobiologist and Author

On Sale Now

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So begins Rebecca Costa’s much awaited exploration of *foresight*. According to Costa, never before has the information needed to avert danger, get the jump ahead of others, or prepare for the inevitable been so clearly within grasp. Advances in Big Data, predictive analytics, genomics, artificial intelligence, and other technologies have made it possible to pinpoint future results with mind-blowing accuracy—cracking the door to what Costa calls *predaptation: the ability to adapt before the fact*.

Through fascinating real-life examples, Costa reveals how technology has brought nations, businesses, and individuals to the edge of clairvoyance. Yet, our ability to *act* on foreknowledge often falls short—causing leaders to squander the advantage of preemption. To counteract this failure, Costa illuminates 12 principles used to succeed in fast-moving environments.

“*On the Verge* is a terrific jackpot of a book. It is both page-turner entertaining and think-trigger serious. Read it and smile. But mostly read it and plan.”

**Jim Lehrer, Executive Editor and anchor PBS NewsHour**

Rebecca D. Costa is an American sociobiologist, author, and host of the syndicated radio program *The Costa Report*. Her first book, *The Watchman’s Rattle: A Radical New Theory of Collapse*, was an international bestseller. Her work has been featured in the New York Times, Washington Post, USA Today, The Guardian, and other leading publications. For more information, visit [www.rebeccacosta.com](http://www.rebeccacosta.com).



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