



Great Australian Stories

*“Just like the industrial revolution, the assembly line, the advent of the internet and the social media phenomenon, 3D printing will be a game changer ...”*

*– Forbes Magazine*

**A REVOLUTION  
IN THE MAKING**



**ROBOTS, 3D PRINTING  
AND THE FUTURE  
GUY RUNDLE**

# A Revolution in the Making

## 3D Printers, Robots and the Future

by Guy Rundle



**Publication Date: July 2014**

<b>RRP</b>	\$19.99 paperback
<b>ISBN</b>	9781922213303
<b>Extent</b>	288 pages
<b>Format</b>	198mm x 128mm
<b>Category</b>	Business/Current Affairs
<b>Imprint</b>	Affirm Press

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### KEY SALES POINTS

- Guy Rundle is one of Australia's leading non-fiction writers, and has a huge and loyal following through his regular contributions for Fairfax and *Crikey*.
- Given the revolutionary potential of 3D printing and robotics, the market for this book is almost endless. Anyone working in business, sales, marketing, IT, manufacturing, health, retail, fashion or politics will be directly affected by this rapidly developing technology.
- This will be the defining book on the inevitable material revolution, and will have strong backlist potential.
- Supported by a strong marketing campaign on *Crikey* and a national publicity tour.

### DESCRIPTION

The world is changing fast. The dust has barely settled on the digital revolution and now we have to strap ourselves in for another certain thrust into the unknown: the material revolution. Look at 3D printing, for example. They're talking about being able to print human organs in the not-too-distant future. They're going to be printing KIDNEYS!

What's it all about? When is it coming? Will I be able to sit this one out?

Guy Rundle talks to the who's who in this mind-bogglingly new world, and paints a vivid picture of how life will change throughout the 21st century when emerging technologies like this become mainstream. There will be enormous implications not just for Australia but for the global economy, international relations and the fundamental structures of our lives.

### AUTHOR DETAILS

Guy Rundle is currently a correspondent-at-large for *Crikey* online daily and a regular contributor to the *Sunday Age*. He was an editor of *Arena Magazine* for fifteen years, and is a frequent contributor to a wide range of publications in Australia and the UK. A writer and producer for numerous television series including *Comedy Inc*, *Full Frontal* and worse, he has written four hit stage shows for Max Gillies and his most recent book is *Down to the Crossroads*.



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## Comparative Titles



**Aviva Tuffield, Publisher at Affirm Press:**

“3D printing, and the world-changing potential it offers, is fascinating. From inanimate objects, to body parts to food, the opportunity for change, and not just for the good of the first world, is incredible. Open up *A Revolution in the Making* and take a step into the future.”



**Aviva Tuffield** has worked in publishing for more than fifteen years, mainly as an editor. She was previously Associate Publisher at Scribe Publications, where she was responsible for building an award-winning Australian fiction list. She is a founding member and Chair of the Stella Prize.



**Freakonomics**

Steven D. Levitt and Stephen J. Dubner

The runaway best seller that is *Freakonomics* shows the strength of this category and that a large market exists for books that highlight the direct effects that economics and business have on all our lives.



**The Big Shift**

Bernard Salt

Bernard Salt is a leading demographer at account giant KPMG, and his social analysis and data-based growth predictions are extremely popular with the business world and more widely.

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