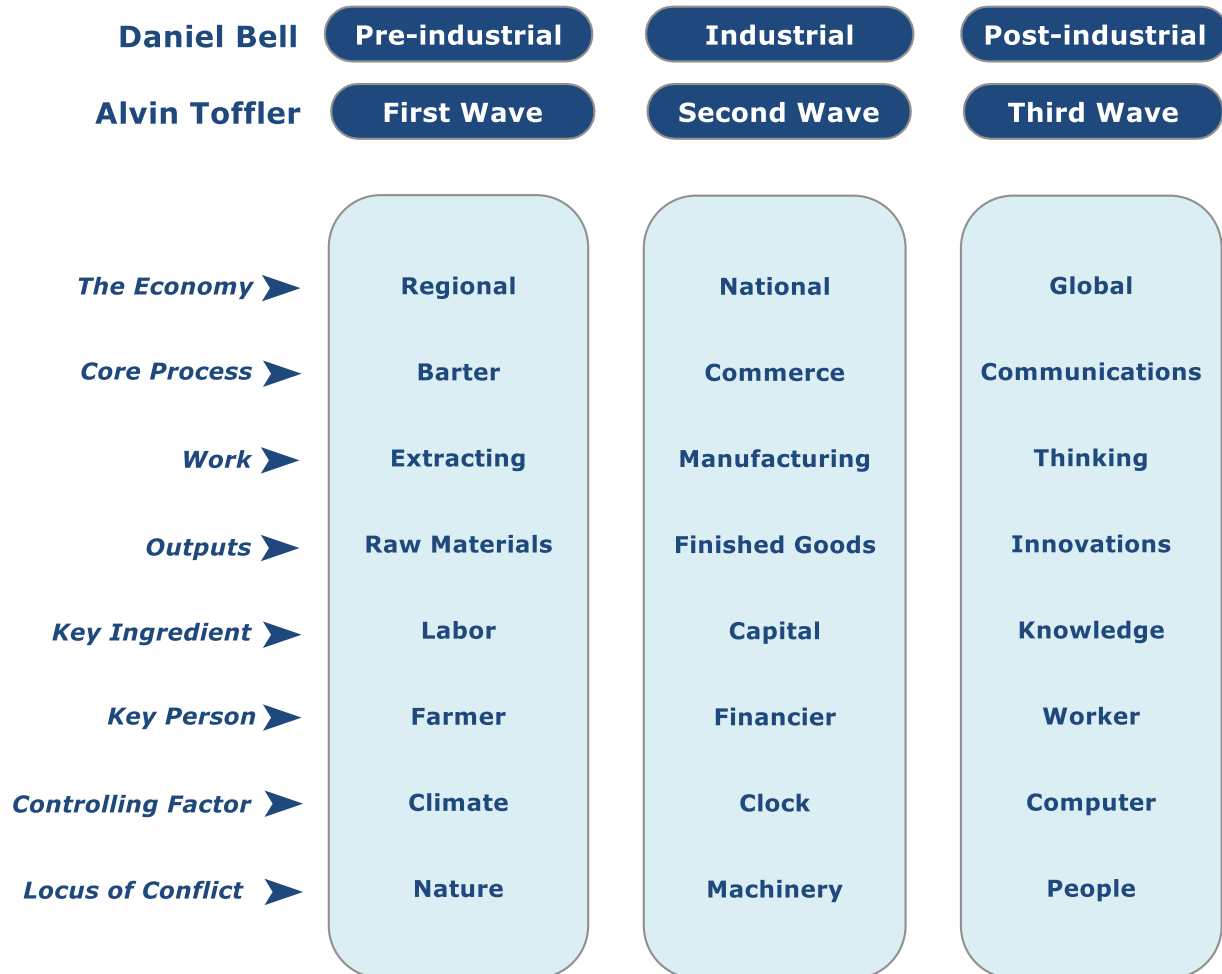


Tools for Knowledge Workers

Three Eras



This is meant to be a standalone tool. It is a distillation of key factors touched on by Daniel Bell and Alvin Toffler. Bell referred to three eras: Pre-industrial, Industrial and Post-industrial. Toffler also referred to three eras: First Wave, Second Wave and Third Wave. This tool is useful in thinking about and discussing the differences between and among the three eras (all three of which are with us still). Readers interested in more detail about the eras are referred to Toffler's book, *The Third Wave*, and Bell's book, *The Coming of the Post-Industrial Society*.

