



Living in exponential times

A compass for understanding, adapting, and leading as AI accelerates the world

CARLOS GALVE PELLICERO

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Carlos Galve Pellicero · **Essay** · **Business** · **Technology**

A book for understanding AI without panic or euphoria: it isn't technical and it isn't about predictions — it trains how you see, so you can decide well inside a change that doesn't move in a straight line.

WHAT IT'S ABOUT

AI already lets us diagnose earlier, decide better, and create what was nearly impossible a short time ago. But the public debate swings between fear and enthusiasm, when what we actually need is judgment to make the most of it.

The book explains what AI is doing to work, to companies, to education and to institutions, drawing on the author's experience and real cases, and proposes a practical way to move through a change that keeps accelerating. It doesn't teach tools that go obsolete every six months: it teaches you to read patterns, tell noise from signal, and decide under uncertainty.

PLUS A SEPARATE ONLINE PLATFORM

The book doesn't stop at the page: a separate online platform keeps it up to date and turns it into a support tool, not just a read.

- **Updates every week** with news linked to each chapter.
- **A mentor** that answers questions citing the book's own text.
- **Diagnostics** to see how AI affects your work and your organization.

HOW IT'S BUILT

- 1 • **The diagnosis** understanding the exponential curve
- 2 • **The X-ray** automate, augment, anticipate
- 3 • **Society** create, work, learn and govern
- 4 • **The challenge** adaptation, talent, trust and ethics
- 5 • **The opportunity** operating when change is constant

Original frameworks: **the Three T's** (transversal, transformational, transcendental), **the Three A's** (automate, augment, anticipate) and the **Exponential Operating System**, six pieces for an organization to run at the pace of AI.

ONE IMAGE TO TELL IT

42

FOLDS

If you could fold a sheet of paper in half 42 times, its thickness would reach beyond the Moon. And the last fold alone travels as far as all 41 before it combined. That's how exponential growth works: it looks like nothing is happening, until everything happens at once.

FACTS

Author Carlos Galve Pellicero

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Where Amazon, in paperback and Kindle

LINES FROM THE BOOK

This book will not tell you what is going to happen. It will train your eye, so that when it happens, you recognize it before most people do.

Chapter 1

Automation makes you cheaper; reinvention makes you incomparable.

Chapter 7

AI amplifies what you already are. If you are mediocre, it makes you mediocre faster. If you are good, it makes you extraordinary.

Chapter 8

THE AUTHOR



From Aragón, Spain. Computer engineer and MBA from IESE. Partner at **NTT DATA**, where he leads the Global Office of AI, Generative AI and Agentic AI. Between 2010 and 2024 he led the NTT DATA office in Aragón, with 600 people.

Thirty years in innovation and technology. An entrepreneur since 1996, he has spent more than twenty years investing in startups as a member of investment committees, and since 2014 has evaluated innovation projects for the European Union. He has worked on this book for nearly five years.