

getAbstract Predicts Top U.S. Business Trends Employees Will Research in 2019

Stats show desire for actionable knowledge on transformational technology, environment and workforce trends

AVENTURA, Fla.—(December 11, 2018)—[getAbstract](#), the world's largest library of compressed knowledge, has identified the five top trends professionals are seeking in 2019 for continuous learning to help move their businesses forward. getAbstract offers more than 18,000 text and audio summaries of cutting-edge business knowledge and based on recent views and downloads, it predicts that Blockchain, Artificial Intelligence, Climate Change, Freelance Workforce and Live Video are the top five trends that today's U.S. workforce will learn more about in 2019.

“Company success depends on your workforce’s ability to turn relevant business research, trends and ideas into action. What we are finding at getAbstract is that employees are doing just that. They are leveraging our platform to access insight in a very consumable format on the trends that are impacting their careers, businesses and personal lives,” said Thomas Bergen, Co-Founder and CEO at getAbstract. “We make it easier for these professionals to find relevant content and more quickly turn it into actionable knowledge that will benefit their companies.”

Knowledge is critical to success, and self-education is a key component to obtaining and maintaining the wisdom and innovative thinking that drives a business forward. getAbstract’s library of compressed knowledge contains thousands of summaries with the most relevant business information from books, articles, reports and video talks. Based on recent views and downloads, getAbstract can predict the biggest trends that its users are looking to learn more about. For 2019, the top five trends in the U.S. are the following:

Blockchain

While there are mixed reviews on Bitcoin and its ability to become a mainstream currency, the blockchain technology behind Bitcoin holds a lot of promise. Blockchain will enable financial transactions, document authentication and copyright to become much simpler and secure after years of abuse.

- *getAbstract Suggested Read: [“What Problems Will You Solve with Blockchain? Before Jumping on the bandwagon, companies need to carefully consider how ledger technologies fit into their overall strategy.”](#) By Teppo Felin and Karim Lakhani (Free summary link available until January 31)*

Artificial Intelligence

Much like blockchain, this is a buzzword that we have seen for a couple years. However, 2019 will bring much more in terms of practical applications, especially in data mining.

- *getAbstract Suggested Read: [“What To Do When Machines Do Everything: How to Get Ahead in a World of AI, Algorithms, Bots, and Big Data,”](#) By Malcolm Frank, Paul Roehrig and Ben Pring (Free summary link available until January 31)*

Climate Change

Concerns about the effects of global warming are growing, with businesses of all types and sizes evaluating the impact, from food and beverage manufacturers to energy producers.

- *getAbstract Suggested Read: [“The Madhouse Effect: How Climate Change Denial is Threatening Our Planet, Destroying Our Politics, and Driving Us Crazy,”](#) By Michael E. Mann and Tom Toles (Free summary link available until January 31)*

Freelance Workforce

Some companies are becoming reluctant to hiring full-time employees for many reasons. Business models change from one day to the next, there is more cost associated with full time benefits and, frankly, many younger employees enjoy the flexibility of a project-based work schedule.

- *getAbstract Suggested Read: [“The Gig Is Up: Thrive in the Gig Economy, Where Old Jobs Are Obsolete and Freelancing Is the Future,”](#) By Olga Mizrahi (Free summary link available until January 31)*

Live Video

Social media is leading the live, streaming video trend with popular apps like Facebook, Instagram and Snapchat. This live video trend is enabling everyone to feel like they are participating in whatever is happening at the moment, from big events to small business meetings. Advancements in video technology are enabling businesses to incorporate video into daily communications and realize new efficiencies.

- *getAbstract Suggested Read: [“Beyond Viral: How to Attract Customers, Promote Your Brand, and Make Money with Online Video,”](#) By Kevin H. Nalty (Free summary link available until January 31)*

About getAbstract

getAbstract believes in progress through knowledge. Since its foundation in 1999, the company’s mission has been to give people the knowledge they need to make better decisions in business and in their private lives. At its core, getAbstract finds and rates the top business books, articles and video talks and summarizes them into 10-minute abstracts. Today, the company is the world’s leading provider of compressed knowledge.

getAbstract offers more than 18,000 text and audio summaries in areas such as leadership, finance, innovation, politics, health and science. The company has already sold over 15 million licenses and supports its users in their personal and professional development. Many of the world’s largest companies, including more than one-third of the Fortune 100, offer their employees access to getAbstract. For more information, please visit www.getabstract.com and follow on [Twitter](#) and [Instagram](#).

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