



Think Like a Futurist: Know What Changes, What Doesn't, and What's Next

By Cecily Sommers

Audible Studios on Brilliance, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Push past resistance to discover and own new business territories. Think Like a Futurist shows how to track changes, explore questions, and engage in new thinking that connects today's pressures with tomorrow's realities. Cecily Sommers shows how to apply long-term focus and strategies to needs as diverse as industry forecasts, innovation challenges, leadership development, or future-proofing a brand. By understanding intersecting potentials that one day may impact your organization, you can readily spot emerging trends and market shifts, uncovering opportunities on the horizon. Think Like a Futurist explores such questions as: Where will new markets emerge over the next 5-10-25 years? What will be the big issues of the day? How will lifestyle, social mores, and policy adapt? And what role do we play in that future? Offers a clear framework for thinking like a futurist, and direction for how to integrate it in high-pressure corporate environments Explains how the social, economic, and environmental crises of our time spring from just four constant and predictable forces Reveals the three dramatic disruptions on the horizon that should be a part of every strategic conversation Written by Cecily Sommers,...



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