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By Patrick Dixon



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From the man the Wall Street Journal describes as a 'global change guru', more than one hundred of the trends that touch every aspect of our lives.

Patrick Dixon looks at how the future will be Fast, Urban, Tribal, Universal, Radical and Ethical - a future of boom and bust and great economic change as the emerging markets grow up; a future of great advances in medicine and also greater threats from viral epidemics; a future of political shocks and greater conflicts; a future in which people will strive for more privacy and businesses will change the way they relate to their staff and their customers; a future in which there will be driverless cars and solar power generated in the desert will power cities thousands of miles away.

In short, with great perception and insight, Patrick Dixon highlights the risks that a future-proof business needs to be aware of, and what to prepare for if it is to prosper and survive in a world where customers and markets, politics and demographics, technology and skills, and opportunities and choices will be very different.



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Review

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About the Author

Patrick Dixon advises the senior teams of many of the worlds largest corporations. He has been ranked one of the twenty most influential business thinkers alive today and is the author of fifteen books, including *Futurewise* published by Profile

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