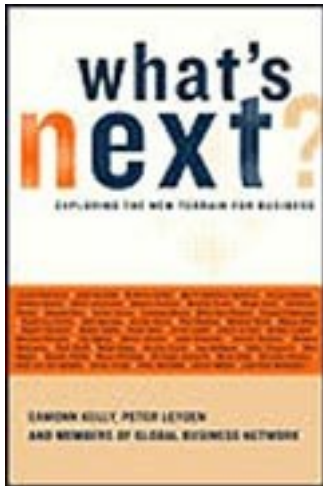


What's Next?



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From the thought leaders at Global Business Network, new views on the profound forces shaping business in the coming decade. What's Next? brings together fifty of the world's most remarkable scientists, educators, writers, economists, artists, historians, inventors, and other thought leaders of Global Business Network to provide insights into the new forces that will shape the business environment over the next decade. Kelly and Leyden have compiled a unique collection of surprising and provocative observations out of a series of recent interviews with such pioneering thinkers as: Francis Fukuyama on biotech, Ester Dyson on Russia, Peter Schwartz on geopolitics, and poet and educator Betty Sue Flowers on identity and spirituality. The result is a highly stimulating field trip to the future that also provides practical suggestions on how organizations can adapt effectively to this new terrain for business.

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