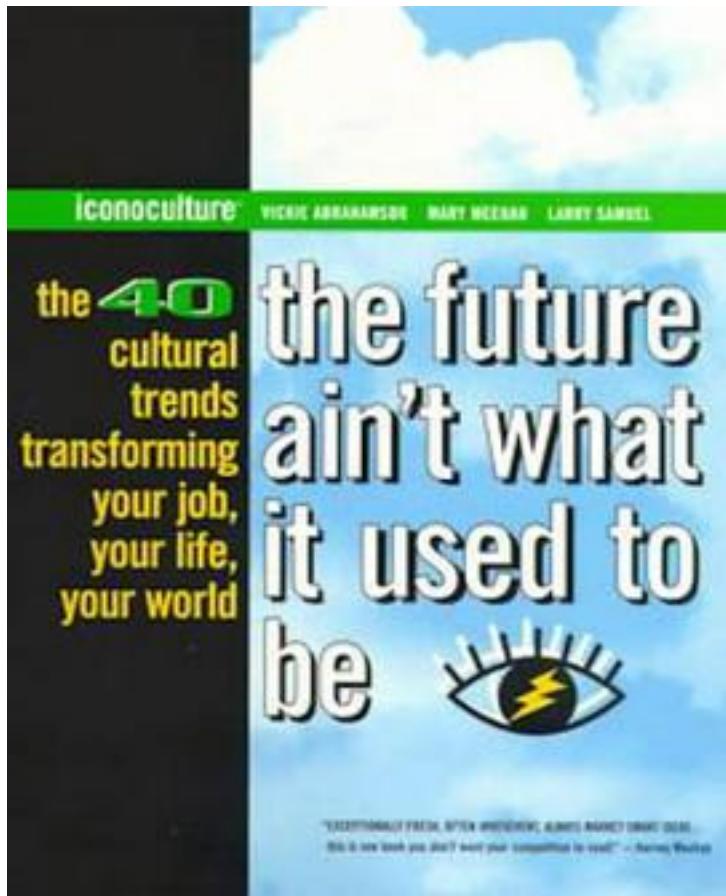


The Future Ain What It Used to Be



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著者:Iconoculture

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Amazon.com Mary Meehan, Larry Samuel, and Vickie Abramson operate a trends consultancy called Iconoculture that counts companies such as General Mills and Wendy's among its clientele. The Future Ain't What It Used to Be: The 40 Cultural Trends Transforming Your Job, Your Life, Your World offers an overview of the inside

information Iconoculture provides to customers in a series of cheeky but insightful info-bytes that are simultaneously thought-provoking and practical. The trio suggests areas likely to get hot--from simplified lifestyles to retail-as-entertainment to "sensory blending"--along with strategies to turn these trends into business opportunities. From Library Journal As members of Iconoculture, a consulting organization that advises companies on how to plan for the future, the authors cite 40 key trends that businesses can utilize to transform their activities into creative and strategically smart opportunities. This practical book deals with our "love/hate relationship with technology" and explains how and why we can prosper by keeping ahead of these business trends. The work is divided into ten single-word chapters?mind, body, spirit, experience, identity, society, nature, relationships, fear, and technology?that the authors call Americans' passion points. The volume's purpose is to help the reader sift through the present maze of trends to find and understand the more important ones. With a glossary and useful listing of resources (people, places, things), this timely book is recommended for a broad audience and is especially well suited for those functioning directly in marketing.?Joseph W. Leonard, Miami Univ., Oxford, OhioCopyright 1998 Reed Business Information, Inc. See all Editorial Reviews

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