

Managing the Future



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In *The Untrapped Mind*, two leading futurists reveal the breakthrough thinking techniques they've developed to liberate the mind from its old assumptions, and sensitize it to the earliest signals of change. Edie Weiner and Arnold Brown show how to overcome both personal and institutional biases, to see the big picture. Learn how to recognize when trends aren't linear, and when tomorrow won't be 'just like today'. The authors show how a football game can help clarify priorities in attracting and retaining customers; how the history of railroads can put the Internet into perspective; how the 'Law of Large Numbers' helps one recognize the drivers behind such powerful forces as deviancy and terrorism; and much more.

作者介绍:

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