

Next Now



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在线阅读本书

From the world-renowned trendspotting duo who has predicted everything from metrosexuality to the growth of global brands comes a new enlightening look at the future. Based on intensive research and interviews as well as the authors' real-world and business experience in locations across the globe, Next Now yields surprising conclusions about everything from work (the end of permanent full-time employment) to sex (disappearing gender boundaries) to business (the emergence of true one-to-one marketing and the birth of Chindia). Essential reading for managers, marketers, and just about everyone else.

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