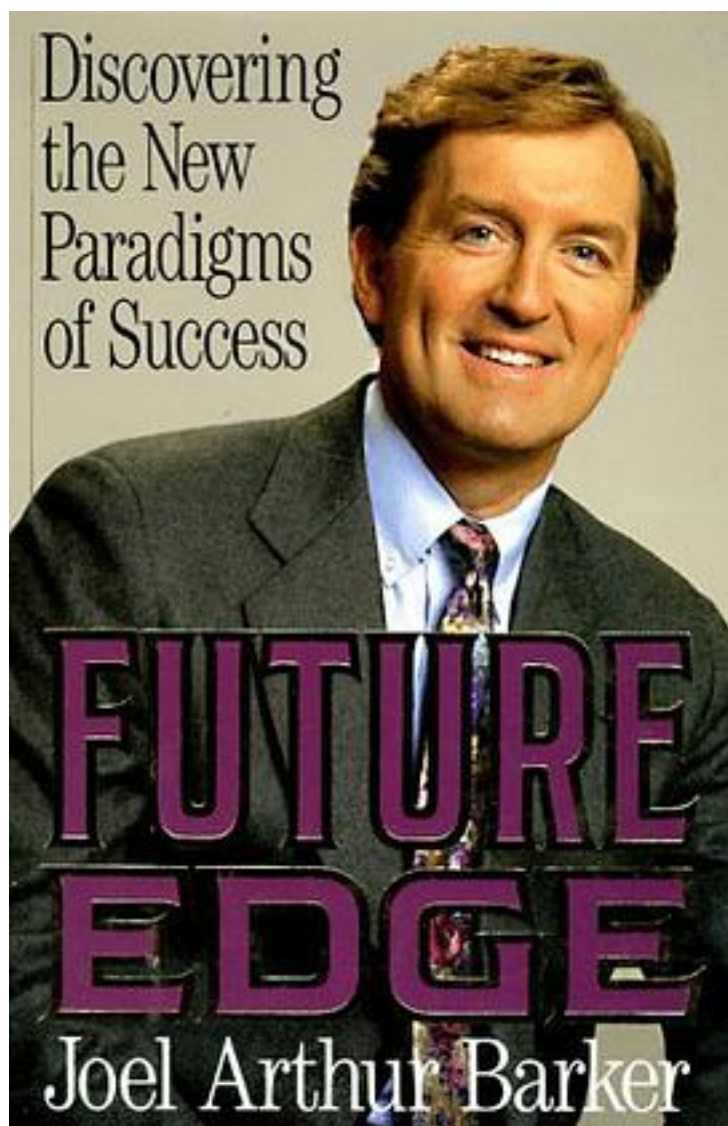


Future Edge



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Foreword
FOR THE PAST FOUR YEARS I have been describing three ke
the
future for any organizationi¼Œ profit or nonprofiti¼Œ that wa:
participate fully in
the twenty-first century.
 They are:
 Anticipation
 Innovation

Excellence
 When I ask my audiences if they agree with the impoJ
of three
\"keys\" they always do. It is hard to argue with
And yet many organizations
think one or two of the thr~
enough.
 All three are necessary.
 Let me tell
you why.
 11

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