

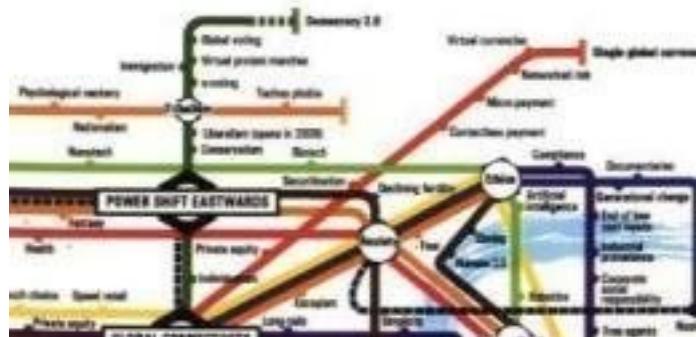
Future Files

FUTURE FILES

A BRIEF HISTORY OF THE NEXT 50 YEARS

RICHARD WATSON

"Part Jules Verne, part Malcolm Gladwell...
a thought-provoking, laughter-inducing delight."*



[Future Files 下载链接1](#)

著者:Richard Watson

出版者:Scribe Publications

出版时间:2007-01

装帧:Paperback

isbn:9781921215414

Wlliam Gladwell meets Alvin Toffler in this lively, provocative and witty look at our possible futures. Filled with provocative forecasts about how the world might change in the next half century, "Future Files" examines emerging patterns and developments in society, technology, economy, and business, and makes educated speculations as to where they might take us. It is indispensable to business analysts, strategists and organisations who need to stay ahead of the game as well as providing rich and fascinating material for dinner party conversations. Will machines become more intelligent than humans, and even be able to 'read' our minds? Will food in our fridge speak to each other using radio waves, then come up with options for tonight's menu? Is there a looming environmental crisis where Planet Earth is doomed? Would you like a pill that improves your memory? ...Or a moistened tissue that could erase a bad day? Would you feel safer if your front door could tell you whether the person knocking is not a stranger? These are just some of the provocative forecasts about how the world might change in the next half century which Richard Watson explores in "Future Files".

作者介绍:

About the Author

British writer Richard Watson advises organisations on the future, focusing on innovation and scenario planning. He is the author and publisher of What's Next, a quarterly report on global trends and writes about trends for a number of people and publications including Fast Company. His clients have included IBM, Virgin, Toyota, McDonald's, Tesco, News Limited, Westfield, Unilever, Coca-Cola and the Department of Education. A regular visitor to the UK, he maintains a website and blog at <http://trends.nowandnext.com> and is Chief Futurist at the Future Exploration Network, and a member of Futures House.

Richard Watson spends most of his time thinking. He works with various governments, corporations and nonprofit organisations on strategic foresight and scenario planning projects. He is also a regular speaker at conferences and other events worldwide. He has recently returned to the UK after 8 years living in Sydney.

www.nowandnext.com

This biography was provided by the author or their representative.

目录:

[Future Files 下载链接1](#)

标签

教育

评论

[Future Files 下载链接1](#)

书评

[Future Files 下载链接1](#)