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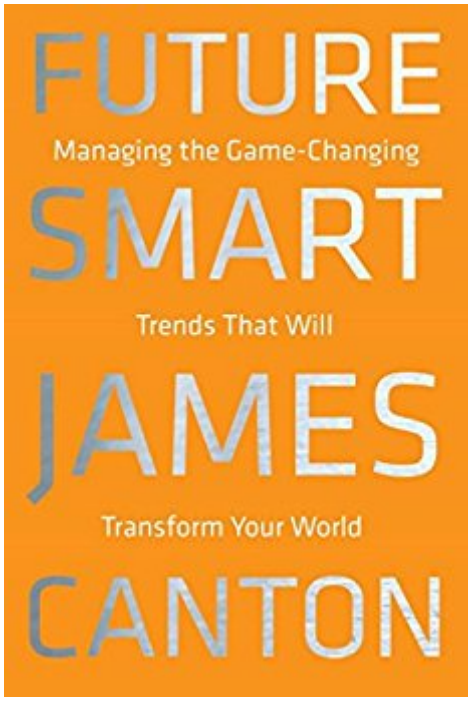
Future Smart: Managing The Game-Changing Trends That Will Transform Your World



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Synopsis

Game-changing trends are coming in business, technology, workforce, economy, security, and environment. Climate change, energy demand, and population growth will redefine global risk and power. Exponential new technologies will emerge in digital money, mobile commerce, and big data. An explosive new middle class of over one billion consumers will enter the marketplace. Every nation, job, business, and person will be transformed. To thrive in this future you have to become predictive, adaptive, and agile—to become Future Smart. Dr. James Canton, a renowned global futurist and visionary business advisor, illuminates the pivotal forces and global power shifts that everyone must understand today to thrive in a rapidly changing landscape:Regenerative medicine will extend our lifetimes and rebuild our bodiesRobots and drones will drive our cars, teach our kids, and fight our warsSmart machines will design, manage, and service 40% of all global businesses—energy, commerce, finance, and manufacturing—without humansDigital consumers who live always connected will challenge every business to change its strategyClimate change wars will redefine security and resourcesMost of us are not prepared to meet the challenges the future will bring, but these changes are coming fast. Armed with knowledge, those who are Future Smart can take action to reinvent themselves, their businesses, and their world.

Book Information

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Customer Reviews

If one could predict the future with certainty, just think of the possibilities. Yet even getting a bit of a lead to what might be around the corner can still be a good thing.This book aims to give you at least a head start. The author has consulted his crystal ball and looks at what he says could be some of the most important game-changing trends and considers how the reader could react to and profit from them. In just a couple of decades, it is said, we could face major seismic shifts to our everyday lives. What wonâ ™t be changing? Health and medicine, technology and communications, the global economy, the earth's climate, energy and business all face big challenges.The author seeks to help the reader â œfuture smartâ • themselves. Guarantees are, of course, not given. Yet promises are. As the book notes by reading it:â •â | You could become Future Smart: be able to see the changes and signals that will create a trend or alter the future before that future emerges. I can promise you that the trends in this book may give you an inside track, an insight that may transform your life, work, and, of course, and transform your future for the better.â •Despite having an interest in this area, this book didnâ ™t really do it for this reviewer. It has a lot of potential and great insights but it suffers from verbosity and a general lack of focus. Instead of being gripped by the forecast of change and its positives and negatives, one was just being turned off. It was getting tiresome, arduous and uninspiring. A feeling of being short-changed and disappointed. This is the exact opposite of what it should be! Could the book have been one-third smaller and one-third more engaging? You bet. Here is a great case to show that quality would trump quantity.Please!

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