

Future savvy: identifying trends to make better decisions, manage uncertainty, and profit from change

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Abstrak

There's no shortage of predictions available to organizations looking to anticipate and profit from future trends. Apparently helpful forecasts are ubiquitous in newspapers and business magazines, and in specialized sources such as government and think-tank forecasts, consultant reports, and stock market guides. These forecasts are important for navigating to future success, but they are also of very mixed quality. What information from the endless sea of sources is valid? How does one know which predictions to take seriously, which to be wary of, and which to throw out entirely? Future Savvy shows readers how to discern quality in forecasts and future thinking. It views the predictions as a crucial resource, but sharpens the critical tools in the hands of forecast readers and users.