



## What's Next: Predictions from 50 of America's Most Compelling People

By Jane Buckingham

HarperCollins Publishers Inc, United States, 2009. Paperback. Book Condition: New. Reprint. 198 x 134 mm. Language: English . Brand New Book. In her role as founder and owner of Youth Intelligence, a trendspotting company at the forefront of predictions about the ever-elusive youth market, Jane Buckingham spends her days looking for the telling details in today's culture that give clues about what our future might be. And, as a savvy businesswoman whose company is a subsidiary of Creative Artists Agency, she has access to a world of fascinating, compelling leaders in a variety of industries. In this book, she follows her thread of interest wherever it leads her - and the result is a collection of 50 wide-ranging essays, all asking those people at the top of their field what their predictions are for the future of their industry or area of interest. Examples include: SpaceX founder Elon Musk on how the future of space travel is in privatization and NASA is dead; Author Reza Aslan on how American Islam may become a model for the world; and, MIT professor Steve Ward on how computers are no damned good and how this will change.



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