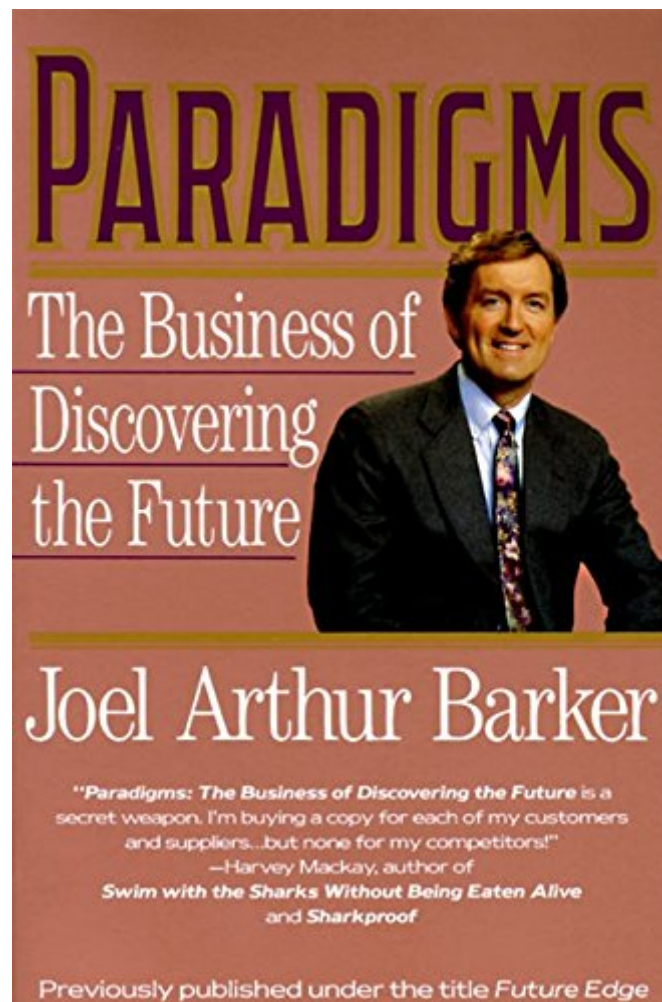


Paradigms: The Business of Discovering the Future PDF



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Paradigms: The Business of Discovering the Future by Joel Arthur Barker ISBN 0887306470

How would like to spot future trends before the competition?

We all know the rules for success in our business or professions, yet we also know that these rules--paradigms--can change at any time. What Joel Barker does in *Paradigms: The Business of Discovering the Future* is explain how to spot paradigm shifts, how they unfold, and how to profit from them. Through the power of this method--paradigm spotting--you can:

1. find the people in your organization most likely to spot a new trend
2. help your key people adept when a massive change is occurring
3. learn to effectively grapple with your "intractable problems" and improve your results

incalculably.

In addition, *Paradigms* is full of concrete examples of paradigm shifts and predictions for the future, and contains a new introduction detailing recent developments and pointing out areas to watch for paradigm shifts.

Paradigms: The Business of Discovering the Future Review

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