



The Renaissance Society: How the Shift from Dream Society to the Age of Individual Control Will Change the Way You Do Business

By Rolf Jensen, Mika Aaltonen

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Renaissance Society: How the Shift from Dream Society to the Age of Individual Control Will Change the Way You Do Business, Rolf Jensen, Mika Aaltonen, This is bold new vision for the future of business, from the bestselling author of the Dream Society. This is a book about the future. Your future. Our future. The future of companies, the marketplace, and society. According to futurists Rolf Jensen and Mika Aaltonen, we are currently "between dreams." We've managed to achieve many of our material goals, only to face ever-growing global competition in an ever-slowing economy. Here's the good news: With the rise of social media and online resources, consumers are growing more powerful. Individuals are exploring more options. And smart businesses are discovering more ways to appeal to this powerful new community. Welcome to The Renaissance Society. A world-class network of ordinary people who are changing the way companies and communities interact, they are the future - and they are us. This forward-thinking book guides you through tomorrow's hottest trends to help you: make an emotional connection to your customers; create a value-driven company that engages your employees; adjust your business...



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