



Futuring: The Exploration of the Future

Edward Cornish

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The most important thing happening today is not reported in newspapers or on the TV news. It's a global transformation of technology and society that is creating an age of hyperchange.

Since the future is hurtling toward us at breakneck speed, foresight is the great need of our times. We must think ahead if we are to cope with the hurricane-force changes now bashing at every aspect of our lives. This acceleration of change brings enormous opportunities as well as great dangers.

Most of us know better than to drive down a highway at eighty miles an hour without looking at the road ahead. But when it comes to steering our careers and businesses, we hardly ever consider what's coming toward us. We often wind up in a nasty "crash" that we could have avoided if we had better anticipated possible developments.

This is where futuring can help.

Futuring is the art and science of exploring the future. It offers methods and techniques that can help you understand trends, identify opportunities and avoid dangers. Futuring can help you understand possible future developments, make better decisions, develop worthwhile goals, and find the means to achieve them. Futuring is a powerful way to help you and your organization to create a better future.

Virtually anyone can benefit from learning the skills and perspectives of futuring:

- * Businesspeople can anticipate profitable new markets and innovative products.
- * Investors can be ready to get in on the ground floor of emerging industries and new technologies.
- * Educators and parents can help ensure that young people are properly prepared for the new world they'll inherit.
- * Students can plan out careers in highly rewarding professions.
- * Concerned citizens and policy makers will find practical ways to help guide their communities and organizations to a successful future.

Futuring will open your eyes to the world of the future and how you can prepare for the opportunities and risks ahead. In addition, Futuring will guide you through the history of serious thinking about the future, including the development of the idea of progress in the seventeenth century to the disillusionment with progress that came in the twentieth century.

You will learn how far-sighted military planners, trend-watchers in business, and scholars in think tanks developed ways to think scientifically about the future so that leaders in government and business could prepare for the opportunities and risks ahead. Now you, too, can benefit from their discoveries.

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Richard Segers:

A lot of people always spent all their free time to vacation or maybe go to the outside with them household or their friend. Are you aware? Many a lot of people spent they will free time just watching TV, as well as playing video games all day long. If you want to try to find a new activity that's look different you can read any book. It is really fun in your case. If you enjoy the book that you just read you can spent 24 hours a day to reading a reserve. The book Futuring: The Exploration of the Future it is quite good to read. There are a lot of folks that recommended this book. These people were enjoying reading this book. Should you did not have enough space to develop this book you can buy the e-book. You can m0ore quickly to read this book from the smart phone. The price is not too costly but this book possesses high quality.

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