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And finding certainty in an uncertain world provides a big advantage for those who know how and where to look for it.

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Instead, brands need to be anticipatory.

Referencing the subtitle, Turn Disruption

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Turn Disruption And Change into Opportunity and Advantage, he goes on to describe the difference between hard and soft trends. Tune in to find out how the two open opportunities!

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- predictable problems
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Today we all face more impossible

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challenges than ever before. But flash foresight lets you transform the impossible into the possible, revealing hidden opportunities and allowing you to solve your biggest problems—before they happen. Daniel Burrus is one of the world's leading forecasters, corporate strategists, and visionaries. Over the past quarter century,

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he has established a reputation worldwide for his exceptional record of accurately predicting the future of technological change and its direct impact on the business world. "Wouldn't it be amazing if you could predict the future—and be right?" writes Burrus. "You can: all you have to do is leave out the parts you could be

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wrong about! And the amazing thing is, when you know where to look, there's more than enough you can be right about to make all the difference." From small businesses to multinationals, individual careers to entire industries, Flash Foresight looks at how Burrus's seven radical flash foresight "triggers" have transformed

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dozens of careers, fortunes, and lives. Both engaging and enlightening, Flash Foresight provides an easy-to-implement blueprint for applying the same strategies to your own business, enabling you to see the invisible and do the impossible. In the past, flash foresight was useful. Today, as the pace of technological change

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accelerates almost beyond the point of comprehension, it's an imperative.

It used to take years or even decades for disruptive innovations to dethrone dominant products and services. But now any business can be devastated virtually overnight by something better and

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cheaper. How can executives protect themselves and harness the power of Big Bang Disruption? Just a few years ago, drivers happily spent more than \$200 for a GPS unit. But as smartphones exploded in popularity, free navigation apps exceeded the performance of stand-alone devices. Eighteen months after the debut of the

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navigation apps, leading GPS manufacturers had lost 85 percent of their market value. Consumer electronics and computer makers have long struggled in a world of exponential technology improvements and short product life spans. But until recently, hotels, taxi services, doctors, and energy companies

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strategy before you even begin to grasp what's happening. Never mind the innovator's dilemma—this is the innovator's disaster. And it's happening in nearly every industry. Worse, Big Bang Disruptors may not even see you as competition. They don't share your approach to customer service, and they're

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Turn sizing up your product line to offer better prices. You may simply be collateral damage in their efforts to win completely different markets. The good news is that any business can master the strategy of the start-ups. Larry Downes and Paul Nunes analyze the origins, economics, and anatomy of Big Bang Disruption. They

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identify four key stages of the new innovation life cycle, helping you spot potential disruptors in time. And they offer twelve rules for defending your markets, launching disruptors of your own, and getting out while there's still time. Based on extensive research by the Accenture Institute for High Performance and in-

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depth interviews with entrepreneurs, investors, and executives from more than thirty industries, Big Bang Disruption will arm you with strategies and insights to thrive in this brave new world.

Burrus, world-renowned for his extraordinary accuracy in predicting the

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technological future, presents fully predictable "hard trends" and makes them accessible by using a familiar metaphor--a card game. "Entertaining and demystifying".--Stephen R. Covey (The 7 Habits of Highly Effective People). Line art.

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The process of user-centered innovation: how it can benefit both users and manufacturers and how its emergence will bring changes in business models and in public policy. Innovation is rapidly becoming democratized. Users, aided by

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Improvements in computer and communications technology, increasingly can develop their own new products and services. These innovating users—both individuals and firms—often freely share their innovations with others, creating user-innovation communities and a rich intellectual commons. In Democratizing

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Innovation, Eric von Hippel looks closely at this emerging system of user-centered innovation. He explains why and when users find it profitable to develop new products and services for themselves, and why it often pays users to reveal their innovations freely for the use of all. The trend toward democratized innovation can

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be seen in software and information products—most notably in the free and open-source software movement—but also in physical products. Von Hippel's many examples of user innovation in action range from surgical equipment to surfboards to software security features. He shows that product and service

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development is concentrated among "lead users," who are ahead on marketplace trends and whose innovations are often commercially attractive. Von Hippel argues that manufacturers should redesign their innovation processes and that they should systematically seek out innovations developed by users. He points to

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Businesses—the custom semiconductor industry is one example—that have learned to assist user-innovators by providing them with toolkits for developing new products. User innovation has a positive impact on social welfare, and von Hippel proposes that government policies, including R&D subsidies and tax credits,

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should be realigned to eliminate biases against it. The goal of a democratized user-centered innovation system, says von Hippel, is well worth striving for. An electronic version of this book is available under a Creative Commons license.

In clear language, *The Innovation*

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Mandate shows leaders a step-by-step process to continually generate great ideas, implement them, and maximize their value to benefit both customers and investors. In today's ultracompetitive marketplace, the difference between success and failure is innovation. From small entrepreneurial startups to global Fortune 500 companies,

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life. This book presents the results of significant research undertaken by UNESCO with a number of partners to detect and define the theory and practice of anticipation around the world today. It uses the concept of "Futures Literacy" as a tool to define the understanding of anticipatory systems and processes " also

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making systems. This book will be of great interest to scholars, researchers, policy-makers and students, as well as activists working on sustainability issues and innovation, future studies and anticipation studies. The Open Access version of this book, available at <https://www.taylorfrancis.com/books/e/978135104>

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World can get to zero greenhouse gas emissions in time to avoid a climate catastrophe. Bill Gates has spent a decade investigating the causes and effects of climate change. With the help of experts in the fields of physics, chemistry, biology, engineering, political science, and finance, he has focused on what must be done in

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Order to stop the planet's slide to certain environmental disaster. In this book, he not only explains why we need to work toward net-zero emissions of greenhouse gases, but also details what we need to do to achieve this profoundly important goal. He gives us a clear-eyed description of the challenges we face. Drawing on his

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Understanding of innovation and what it takes to get new ideas into the market, he describes the areas in which technology is already helping to reduce emissions, where and how the current technology can be made to function more effectively, where breakthrough technologies are needed, and who is working on these

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essential innovations. Finally, he lays out a concrete, practical plan for achieving the goal of zero emissions—suggesting not only policies that governments should adopt, but what we as individuals can do to keep our government, our employers, and ourselves accountable in this crucial enterprise. As Bill Gates makes clear,

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Achieving zero emissions will not be simple or easy to do, but if we follow the plan he sets out here, it is a goal firmly within our reach.

Struggling to ensure that the customer is at the center of all your business does? This book is your guide to putting the

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"customer" in customer experience. Not sure what that means? Well, for starters, too many executives believe they are delighting their customers. Why wouldn't they think that?! When they focus on growth, those customer acquisition numbers are pretty sweet, but they don't tell the real story. Prioritizing customer

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Retention is critical. But you can't just throw technology at it, give it some lip service, and call it a day. Retention is hard work! You've got to understand who your customers are and what problems they are trying to solve or what jobs they are trying to do. Then you've got to use that understanding to design an experience that

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helps customers achieve their goals. That's the key to putting the customer in customer experience! Ultimately, you need to bring the customer voice into all meetings, decisions, processes, and designs. The customer must be at the center of all you do. After all, it's all about the customer! In this book, I cover the

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three approaches to customer understanding: surveys and data, personas, and journey mapping. I could've written the whole book about journey mapping, but there's so much more to building a customer-centric business than journey mapping. The culture must first be deliberately designed to put the customer

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at the heart of the business. And all foundational elements of a CX transformation must be in place to make that happen. With that knowledge, read this book and: Learn about the three approaches you must use to understand your customers, why you must use them, and how they work together. Create an

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action plan to ensure insights gleaned from these three approaches are implemented in your organization. Develop and assign personas to your customers in order to better understand their needs, goals, problems to solve, and jobs to be done. Learn the difference between touchpoint maps and journey maps and how

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touchpoint maps can still be a valuable asset in your customer experience toolbox. Understand why journey mapping is called the backbone of customer experience management - and how to make it so in your organization. Set up and facilitate your own current-state and future-state journey mapping workshops with

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