

<<税收改变未来>>

图书基本信息

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### 内容概要

In *Turning the Future into Revenue*, Glen Hiemstra, founder of Futurist.com and noted expert on emerging business opportunities, explores how our changing world will transform private enterprise and public policy. From shifting demographics to global warming to new energy policies, change is coming. *Turning the Future into Revenue* shows how these new realities can be turned into profitable new ventures. Some of the topics Hiemstra discusses include:

- Five long-term trends you should be prepared for
- Global warming and the urgent need for green business
- Profiting from technology and energy trends
- Predicting the future of your business or career
- Hedging your bets on future business
- Ten key practices of the future-oriented enterprise
- Future planning exercises, tools, and activities
- Tactics for forecasting the future
- Shaping your career for future success

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### 作者简介

Glen Hiemstra is the founder of Futurist.com; an internationally respected consultant; and a speaker to business, government, and professional associations. A former award-winning educator, he is a visiting scholar at the Human Interface Technology Lab at

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## 书籍目录

Acknowledgements. The Author. Introduction: The Future Creates the Present: Why You Should Care and How You Shape It. PART I: WHAT YOUR FUTURE WILL LOOK LIKE: 5 LONG TERM TRENDS AND HOW YOU CAN PROFIT OR PROTECT YOURSELF. Chapter 1. How to Profit from Demographic Tidal Shifts. Chapter 2. How to Profit from 5 Key Technology Trends. Chapter 3. How to Profit by Increasing the Knowledge Content of Your Product or Services. Chapter 4. How to Profit from the Next Energy Wave. PART II: HOW TO PREDICT THE FUTURE OF YOUR BUSINESS OR CAREER—AND PLAN FOR IT NOW ASSUMPTIONS FOR THE FUTURE. Chapter 5. Plan for the Future...but Hedge Your Bets. Chapter 6. Be Your Own Futurist and Focus Your Organization on the Future. Chapter 7. Ten Key Practices of the Future Oriented Enterprise. PART III: PREFERRED FUTURE PLANNING EXERCISES, TOOLS, AND ACTIVITIES PREFERRED FUTURE PLANNING OUTLINE. Chapter 8. Forecasting the Future—Activities for You and Your Enterprise. Chapter 9. Choosing a Direction—Activities for You and Your Enterprise. Chapter 10. Planning Activities for You and Your Enterprise. Chapter 11. Tailoring Your Career to the Future. PART IV: WHERE AMERICA IS FAILING THE FUTURE. Chapter 12. Environmental Imperatives. Chapter 13. The Great Divides. Chapter 14. A Vision for the 21st Century. References. Index.

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