

The Popcorn Report : Faith Popcorn on the Future of Your Company, Your World, Your Life

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The author gives her predictions as to what we'll buy, where we'll work, how we'll live and what we'll think in the upcoming decade. The changes she foresees include "cashing out", or swapping the rat-race for the good life, "staying alive" - the "hyper-quest" for good health and "fantasy adventure" - risk-free adventures at second hand via exciting new applications of film and video. The author spells out the ways she and her colleagues make these predictions and shows how to capitalize on the consumer revolution with scores of ideas for developing new products and processes.

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