



Paradigms: The Business of Discovering the Future

Joel Arthur Barker

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How would like to spot future trends before the competition?

We all know the rules for success in our business or professions, yet we also know that these rules--paradigms--can change at any time. What Joel Barker does in *Paradigms: The Business of Discovering the Future* is explain how to spot paradigm shifts, how they unfold, and how to profit from them. Through the power of this method--paradigm spotting--you can:

1. find the people in your organization most likely to spot a new trend
2. help your key people adept when a massive change is occurring
3. learn to effectively grapple with your "intractable problems" and improve your results incalculably.

In addition, *Paradigms* is full of concrete examples of paradigm shifts and predictions for the future, and contains a new introduction detailing recent developments and pointing out areas to watch for paradigm shifts.

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