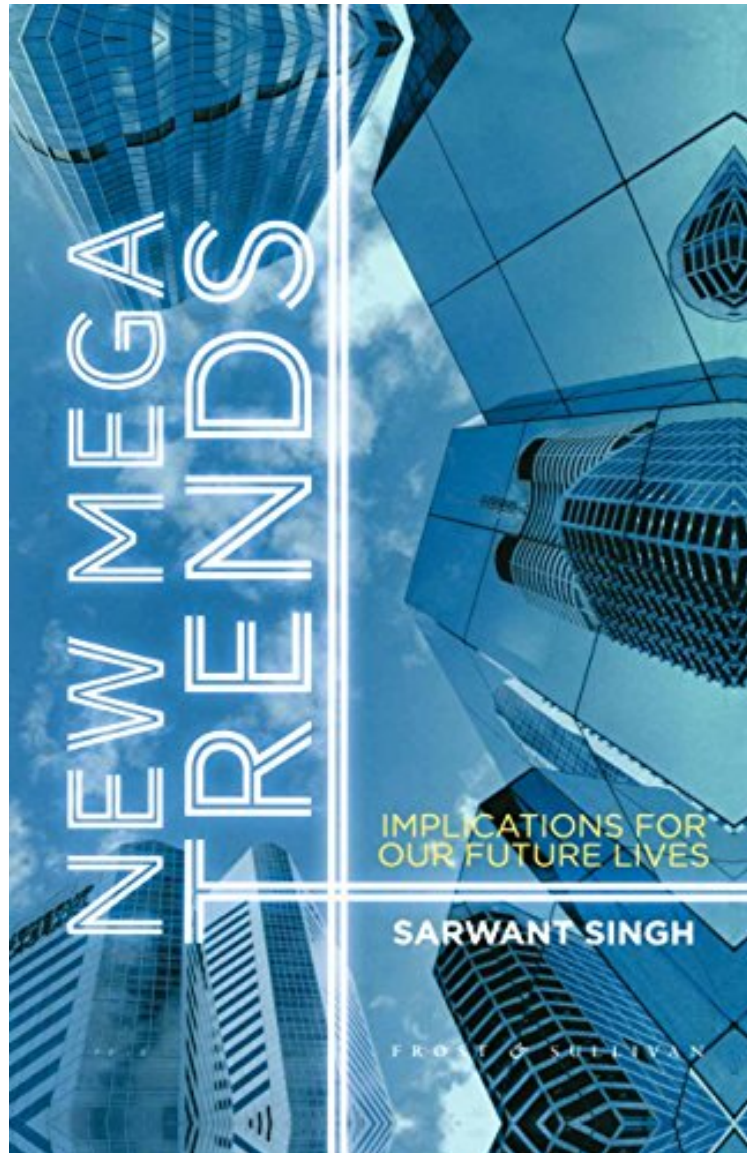


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## New Mega Trends: Implications for our Future Lives

*S. Singh*

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**YOUR GUIDE TO A FULFILLING BUSINESS AND PERSONAL FUTURE** Based on research by one of the world's largest growth-consulting companies, New Mega Trends identifies the ten most important global trends that will define our future, including business models, smart technology, connectivity and convergence and radical social trends. New Mega Trends will give you the tools to not only identify and evaluate these game-changing trends, but also help you to translate them into market opportunities for your everyday business and personal life. How will we travel to work in the cities of the future? Will Zero be the new big thing? How will we stay connected in the Mega Trends World? Will our Wellness and Well-Being top business agenda? If you are a leader with a corporate vision, or a strategic planner within your organization, or just plain curious about your future, New Mega Trends will provide you with stimulating stories, startling facts and thought-provoking case studies that will not only inform your future but entertain you today.

'Based on substantial research, including data from many Fortune 100 companies, this is a practical book to help organisations cope and profit from the enormous changes that are redefining our world. This will appeal to a broad range of executive and professional readers.' - The Bookseller "Fifteen years ago Frances Cairncross predicted the Death of Distance. In the age of social media we know that futurology with an accent on technology is a key for politicians, business people and all of us as citizens of this ever crowded planet. Singh has laid out a fascinating scenario which should make us think hard about the world our children are going to inherit." - Steve Norris Former British Minister and London Mayoral candidate Language Notes Text: English (translation) Original Language: German About the Author SARWANT SINGH is a Partner of Frost and Sullivan, the business research and consulting firm responsible for developing and implementing business strategy and the fulfilment of high-value consulting projects. Since joining Frost and Sullivan in 1999, he has managed more than 250 strategic consulting projects in fields of corporate and business strategy. He works with high-profile companies to develop their Blue Ocean Strategy and creating uncontested market space opportunities. The companies he has worked with include Nissan, Phillips, Proctor Gamble, United Nations International Development Organization (UNIDO), Continental, Ford Motor Company, Peugeot-Citroen and others, advising and working with CXO and Board level executives. He has an Engineering degree, MBA in International Business and has completed an executive course at Kellogg Business School, USA. He is a regular speaker at conferences and has featured regularly on BBC TV, CNBC, Bloomberg TV and in the Financial Times