Next: Trends for the Near Future

Ann O'Reilly, Marian L. Salzman, Ira Matathia

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Advertising gurus Marian Salzman and Ira Matathia have been analyzing cultural and business trends for more than ten years, helping businesses around the world acquire the tools necessary to ensure that their new products and services have a place in the consumer future. Now, with their long-awaited book, they provide "a dizzying snapshot of what our world might look like in the next five to ten years" (*Publishers Weekly*). *Next* is a book for everyone, explaining that what already exists technologically is about to change the way we live, not the day after tomorrow, but tomorrow--and not necessarily the way one would expect.

A nonfiction armchair journey into the near future, *Next* breaks down the art of trend-tracking that made Salzman and Matathia's company, The Department of the Future, one of the most sought--after in the world. The authors describe the trends that are both here and on the horizon, speculating thoughtfully on a variety of probable scenarios in family, love and relationships, office life, leisure, and even religious life. They give advice on how to put this information to the best use in life and work, and on how to live prepared for the likely--and poised for the unexpected. Always provocative, never prescriptive, *Next* is designed ultimately to help people make informed decisions about their lives. An international bestseller now sold in six countries, *Next* is an essential resource for business and pleasure in the coming years.

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