Non Obvious How To Predict Trends And Win The Future

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2030 Mauro F. Guillen 2021-10 A ground-breaking analysis from one of the world's foremost experts on global trends, including answers on how COVID-19 will amplify and accelerate each of these changes

Empty Planet Darrell Bricker 2019-02-05 From the authors of the bestselling The Big Shift, a provocative argument that the global population will soon begin to decline, dramatically reshaping the social, political, and economic landscape. For half a century, statisticians, pundits, and politicians have warned that a burgeoning planetary population will soon overwhelm the earth's resources. But a growing number of experts are sounding a different kind of alarm. Rather than growing exponentially, they argue, the global population is headed for a steep decline. Throughout history, depopulation was the product of catastrophe: ice ages, plagues, the collapse of civilizations. This time, however, we're thinning ourselves deliberately, by choosing to have fewer babies than we need to replace ourselves. In much of the developed and developing world, that decline is already underway, as urbanization, women's empowerment, and waning religiosity lead to smaller and smaller families. In Empty Planet, Ibbitson and Bricker travel from South Florida to Sao Paulo, Seoul to Nairobi, Brussels to Delhi to Beijing, drawing on a wealth of research and firsthand reporting to illustrate the dramatic consequences of this population decline--and to show us why the rest of the developing world will soon join in. They find that a smaller global population will bring with it a number of benefits: fewer workers will command higher wages; good jobs will prompt innovation; the environment will improve; the risk of famine will wane; and falling birthrates in the developing world will bring greater affluence and autonomy for women. But enormous disruption lies ahead, too. We can already see the effects in Europe and parts of Asia, as aging populations and worker shortages weaken the economy and impose crippling demands on healthcare and social security. The United States is well-positioned to successfully navigate these coming demographic shifts--that is, unless growing isolationism and anti-immigrant backlash lead us to close ourselves off just as openness becomes more critical to our survival than ever before. Rigorously researched and deeply compelling, Empty Planet offers a vision of a future that we can no longer prevent--but one that we can shape, if we choose.

Global Trends 2030 Office of the Director of National Intelligence Council 2017-03-11 This publication covers global megatrends for the next 20 years and how they will affect the United States. This is the fifth installment in the National Intelligence Council's series aimed at providing a framework for thinking about possible futures and their implications. The report is intended to stimulate strategic thinking about the rapid and vast geopolitical changes characterizing the world today and possible global trajectories during the next 15-20 years by identifying critical trends and potential discontinuities. The authors distinguish between megatrends, those factors that will likely occur under any scenario, and game-changers, critical variables whose trajectories are far less certain. NIC 2012-001. Several innovations are included in Global Trends 2030, including: a review of the four previous Global Trends reports, input from academic and other experts around the world, coverage of disruptive technologies, and a chapter on the potential trajectories for the US role in the international system and the possible the impact on future international relations. Table of Contents: Introduction 1 Megatrends 6 Individual Empowerment 8 Poverty Reduction 8 An Expanding Global Middle Class 8 Education and the Gender Gap 10 Role of Communications Technologies 11 Improving Health 11 A MORE CONFLICTED IDEOLOGICAL LANDSCAPE 12 Diffusion of Power 15 THE RISE AND FALL OF COUNTRIES: NOT THE SAME OLD STORY 17 THE LIMITS OF HARD POWER IN THE WORLD OF 2030 18 Demographic Patterns 20 Widespread Aging 20 Shrinking Number of Youthful Countries 22 A New Age of Migration 23 The World as Urban 26 Growing Food, Water, and Energy Nexus 30 Food, Water, and Climate 30 A Brighter Energy Outlook 34 Game-Changers 38 The Crisis-Prone Global Economy 40 The Plight of the West 40 Crunch Time Too for the Emerging Powers 43 A Multipolar Global Economy: Inherently More Fragile? 46 The Governance Gap 48 Governance Starts at Home: Risks and Opportunities 48 INCREASED FOCUS ON EQUALITY AND OPENNESS 53 NEW GOVERNMENTAL FORMS 54 A New Regional Order? 55 Global Multilateral Cooperation 55 The Potential for Increased Conflict 59 INTRASTATE CONFLICT: CONTINUED DECLINE 59 Interstate Conflict: Chances Rising 61 Wider Scope of Regional Instability 70 The Middle East: At a Tipping Point 70 South Asia: Shocks on the Horizon 75 East Asia: Multiple Strategic Futures 76 Europe: Transforming Itself 78 Sub-Saharan Africa: Turning a Corner by 2030? 79 Latin America: More Prosperous but Inherently Fragile 81 The Impact of New Technologies 83 Information Technologies 83 AUTOMATION AND MANUFACTURING TECHNOLOGIES 87 Resource Technologies 90 Health Technologies 95 The Role of the United States 98 Steady US Role 98 Multiple Potential Scenarios for the United States' Global Role 101 Alternative Worlds 107 Stalled Engines 110 FUSION 116 Gini-out-of-the-Bottle 122 Nonstate World 128 Acknowledgements 134 GT2030 Blog References 137 Audience: Appropriate for anyone, from businesses to banks, government agencies to start-ups, the technology sector to the teaching sector, and more. This publication helps anticipate where the world will be: socially, politically, technologically, and culturally over the next few decades. Keywords: Global Trends 2030 Alternative Worlds, global trends 2030, Global Trends series, National Intelligence Council, global trajectories, global megatrends, geopolitics, geopolitical changes

Future Tech Trond Arne Undheim 2021-03-30 Helps leaders and entrepreneurs capitalize on the opportunity for new products and services presented by the changes caused by science and technology, policy and regulation, business models and social dynamics.

The Signal and the Noise Nate Silver 2015-02-03 UPDATED FOR 2020 WITH A NEW PREFACE BY NATE SILVER "One of the more momentous books of the decade." —The New York Times Book Review Nate Silver built an innovative system for predicting baseball performance, predicted the 2008 election within a hair's breadth, and became a national sensation as a blogger—all by the time he was thirty. He solidified his standing as the nation's foremost political forecaster with his near perfect prediction of the 2012 election. Silver is the founder and editor in chief of the website FiveThirtyEight. Drawing on his own groundbreaking work, Silver examines the world of prediction, investigating how we can distinguish a true signal from a universe of noisy data. Most predictions fail, often at great cost to society, because most of us have a poor understanding of probability and uncertainty. Both experts and laypeople mistake more confident predictions for more accurate ones. But overconfidence is often the reason for failure. If our appreciation of uncertainty improves, our predictions can get better too. This is the "prediction paradox": The more humility we have about our ability to make predictions, the more successful we can be in planning for the future. In keeping with his own aim to seek truth from data, Silver visits the most successful forecasters in a range of areas, from hurricanes to baseball to global pandemics, from the poker table to the stock market, from Capitol Hill to the NBA. He explains and evaluates how these forecasters think and what bonds they share. What lies behind their success? Are they good—or just lucky? What patterns have they unraveled? And are their forecasts really right? He explores unanticipated commonalities and exposes unexpected juxtapositions. And sometimes, it is not so much how good a prediction is in an absolute sense that matters but how good it is relative to the competition. In other cases, prediction is still a very rudimentary—and dangerous—science. Silver observes that the most accurate forecasters tend to have a superior command of probability, and they tend to be both humble and hardworking. They distinguish the predictable from the unpredictable, and they notice a thousand little details that lead them closer to the truth. Because of their appreciation of probability, they can distinguish the signal from the noise. With everything from the health of the global economy to our ability to fight terrorism dependent on the quality of our predictions, Nate Silver's insights are an essential read.

Forecasting: principles and practice Rob J Hyndman 2018-05-08 Forecasting is required in many situations. Stocking an inventory may require forecasts of demand months in advance. Telecommunication routing requires traffic forecasts a few minutes ahead. Whatever the circumstances or time horizons involved, forecasting is an important aid in effective and efficient planning. This textbook provides a comprehensive introduction to forecasting methods and presents enough information about each method for readers to use them sensibly.

Always Eat Left Handed Rohit Bhargava 2018-06-07 This entertainingly irreverent book from Wall Street Journal bestselling author and occasional Georgetown University professor Rohit Bhargava filled is with brutally honest secrets of success no one has ever dared to tell you. For anyone sick of hearing you should do what you love, take more risks and make mistakes, this empowering book is like a desperately needed pair of noise-canceling headphones for uselessly obvious advice. Instead, Always Eat Left Handed offers a real world, no-nonsense playbook for getting ahead in school, work and life by doing exactly the opposite of what most people tell you. Starting, of course, with eating left handed.

Non Obvious Megatrends Rohit Bhargava 2020-01-07 WALL STREET JOURNAL BESTSELLER, WINNER OF 9 INTERNATIONAL BOOK AWARDS! The highly anticipated 10th edition of the groundbreaking innovation book Non-Obvious - featuring ten all new trend predictions for winning the future. Introducing a book about what it really takes to predict the future, by getting better at understanding the accelerating present. What can the quirky rules of Icelandic hot tub etiquette and the unexpected celebrity of a Michelin-ranked food stall in Singapore teach you about the future of business and culture? The answer may not be all that obvious, and that's exactly the point. For the past decade, innovation expert and marketing professor Rohit Bhargava and his intrepid team of trend curators have produced one of the most widely read annual trend forecasts in the world: the Non-Obvious Trend Report. Whether you are among one of the more than 1 million readers of a previous edition of this report or not, this completely updated new edition features an unprecedented look behind the scenes at the author's award-winning "Haystack Method" for identifying the ideas and insights others miss by learning to collect ideas the way most people collect frequent flier miles. You don't need to be a futurist or innovation expert in order to learn to think like one. In this book you'll not only learn how to use the Haystack Method yourself, but also read insights about how to leverage the ten forecasted megatrends to grow your own business or propel your career. The key to winning the future lies in better understanding the present. This book is an essential guide to becoming a non-obvious thinker and using the art of trend curation to get better at predicting what will be important tomorrow based on learning to better observe patterns in the world today. List of awards for previous editions: Winner: Eric Hoffer Business Book of the Year Winner: Axiom Award Silver Medal (Business Theory) Winner: INDIE Gold Medal (Business Business Book) Finalist: Leonard L. Berry Marketing Book Award Winner: IPPY Silver Medal (Best Business Book) Finalist: International Book Award (Best Business Book) Official Selection: Gary's Book Club at CES Winner: Non-Fiction Book Award (Gold Medal) Winner: Pinnacle Best Business Book Award

Non Obvious Megatrends Rohit Bhargava 2020-01-02 All New 10th Edition of the WSJ bestseller! Featuring 10 Bold new Trend Predictions Winner of 9 International Book Awards Introducing the highly awaited tenth edition of The Wall Street Journal bestseller and trend report featuring ten bold new megatrend predictions that will shape our world in the coming decade. What if you could predict the trends that will change your business? For the past ten years, Rohit Bhargava's signature annual Non-Obvious Trend Report has helped over a million readers discover more than 100 trends changing our culture. Now for the first time, Rohit and his team of Non-Obvious trend curators reveal ten revolutionary new Megatrends that are transforming how we work, play and live. -- How might the evolution of gender fluid toys change our culture? -- What can the popularity of handmade umbrellas and board games teach us about the future of business? -- Why do robot therapists and holographic celebrities actually demonstrate the importance of humanity? The answers to these questions may not be all that obvious, and that's exactly the point. This completely revised 10th Anniversary edition of Non-Obvious also offers an unprecedented look behind the scenes at the author's signature Haystack Method for identifying trends, and how you can learn to curate and predict trends for yourself. You don't need to be a futurist or innovator to learn to think like one. The key to growing your business or propelling your career into the next decade lies in better understanding the present. The future belongs to non-obvious thinkers and this book is your guide to becoming one. Winner: Eric Hoffer Business Book of the Year Winner: Axiom Award Silver Medal (Business Theory) Winner: INDIE Gold Medal (Business Business Book) Finalist: Leonard L. Berry Marketing Book Award Winner: IPPY Silver Medal (Best Business Book) Finalist: International Book Award (Best Business Book) Official Selection: Gary's Book Club at CES Winner: Non-Fiction Book Award (Gold Medal) Winner: Pinnacle Best Business Book Award

Non-Obvious Rohit Bhargava 2015-03-01 The sad truth about most trend predictions is that they seem to focus on restating the blatantly obvious. Predicting the "rise of wearable technology" in 2015 is a bit like predicting the ground will be wet the day after a rain storm ... it is undoubtedly true - but relatively useless to hear out loud. Five years ago, longtime brand consultant and marketing Professor Rohit Bhargava began producing his annual "Non-Obvious Trend Report" where he curated 15 trends to describe consumer behavior, marketing and where business was headed in the new year. His previous reports predicted the growth of content marketing, real time customer care and more transparency in business. To date, they have been downloaded and shared online more than half a million times. In this 5th Edition of his annual report, he takes readers behind the scenes for the very first time ever to share his techniques for curating trends and the five essential skillsets required in order to be able to predict the future for yourself. Through entertaining stories, deep analysis and a surprisingly simple approach - Rohit proves that even though we imagine trend forecasting is done only by business gurus ... each of us can get better at curating trends for ourselves as long as we know what to look for.

Corporate Bankruptcy Prediction Błażej Prusak 2020-06-16 Bankruptcy prediction is one of the most important research areas in corporate finance. Bankruptcies are an indispensable element of the functioning of the market economy, and at the same time generate significant losses for stakeholders. Hence, this book was established to collect the results of research on the latest trends in predicting the bankruptcy of enterprises. It suggests models developed for different countries using both traditional and more advanced methods. Problems connected with predicting bankruptcy during periods of prosperity and recession, the selection of appropriate explanatory variables, as well as the dynamization of models are presented. The reliability of financial data and the validity of the audit are also referenced. Thus, I hope that this book will inspire you to undertake new research in the field of forecasting the risk of bankruptcy.

How Companies Win Rick Kash 2010-10-12 In a world of contracting markets and diminished consumer demand, The Cambridge Group founder Rick Kash and Nielsen Company CEO David Calhoun show companies how to find new customers and bigger profits. How Companies Win makes The Cambridge Group's proprietary demand model—a strategy which multi-million dollar corporations pay premium rates to access—available to the general public for the first time. Taking the reigns from Larry Bossidy's Execution, W. Chan Kim and Renée Mauborgne's Blue Ocean Strategy, and Kash's own The New Law of Demand and Supply, this is a must-have for succeeding in business in the twenty-first century.

Java For Dummies Barry A. Burd 2011-03-03 Start building powerful programs with Java 6—fast! Get an overview of Java 6 and begin building your own programs Even if you're new to Java programming—or to programming in general—you can get up and running on this wildly popular language in a hurry. This book makes it easy! From how to install and run Java to understanding classes and objects and juggling values with arrays and collections, you will get up to speed on the new features of Java 6 in no time. Discover how to Use object-oriented programming Work with the changes in Java 6 and JDK 6 Save time by reusing code Mix Java and Javascript with the new scripting tools Troubleshoot code problems and fix bugs All on the bonus CD-ROM Custom build of JCreator and all the code files used in the book Bonus chapters not included in the book Trial version of Jindent, WinOne, and NetCaptor freeware System

Requirements: For details and complete system requirements, see the CD-ROM appendix. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Cirque Du Freak Darren Shan 2000 The chilling Saga of Darren Shan, the ordinary schoolboy plunged into the vampire world.

Data Science for Business Foster Provost 2013-07-27 Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

Global Catastrophes and Trends Vaclav Smil 2012-09-21 A wide-ranging, interdisciplinary look at global changes that may occur over the next fifty years—whether sudden and cataclysmic world-changing events or gradually unfolding trends. Fundamental change occurs most often in one of two ways: as a "fatal discontinuity," a sudden catastrophic event that is potentially world changing, or as a persistent, gradual trend. Global catastrophes include volcanic eruptions, viral pandemics, wars, and large-scale terrorist attacks; trends are demographic, environmental, economic, and political shifts that unfold over time. In this provocative book, scientist Vaclav Smil takes a wide-ranging, interdisciplinary look at the catastrophes and trends the next fifty years may bring. Smil first looks at rare but cataclysmic events, both natural and human-produced, then at trends of global importance, including the transition from fossil fuels to other energy sources and growing economic and social inequality. He also considers environmental change—in some ways an amalgam of sudden discontinuities and gradual change—and assesses the often misunderstood complexities of global warming. Global Catastrophes and Trends does not come down on the side of either doom-and-gloom scenarios or techno-euphoria. Instead, Smil argues that understanding change will help us reverse negative trends and minimize the risk of catastrophe.

The New Megatrends Marian Salzman 2022-05-03 A pioneering forecaster predicts the trends and technologies that will shape global culture and commerce in the next two decades—a must-read guide for business leaders, entrepreneurs, and anyone looking for an edge. "In a world of half-baked hot takes, Marian Salzman is a true seer."—Andrew Yang A little more than twenty years ago, the Y2K computer glitch threatened to bring the global economy to its knees. But instead of overnight disruption, humankind slipped into two decades of economic turmoil, ecological angst, and tribalism, all set against the backdrop of a newly global and digital civilization. Sometimes the events that seem pivotal are just blips, while the more meaningful cultural shifts are hiding in plain sight. Marian Salzman's job is to uncover those hidden shifts. So what's in store for the next two decades? In this acutely observed guide, Salzman, whose past predictions have been heralded for coming uncannily close to the way we live now, unpacks the course of human life from the bumpy turn of the millennium through the pandemic era, when chaos and "together apart" are the new normal, equity has become a battle cry, and breathing space emerged as the greatest luxury of all. Drawing inspiration from John Naisbitt's classic 1982 book Megatrends, Salzman then turns to the two decades ahead. Navigating deftly among geographies, she connects threads across business, civic life, consumerism, family, and entertainment, revealing the trends and developments—some established, some surprising—poised to recast our past, shape our collective future, and shift our identities. In a world dominated by disruption, being prepared for change is a critical advantage. The New Megatrends is gripping reading for anyone seeking to understand the shape and texture of the next era, which, above all, will be marked by its relentless pace, new technology, and the ever-present threats of climate change and political division.

The Beginning of Infinity David Deutsch 2011-03-31 A bold and all-embracing exploration of the nature and progress of knowledge from one of today's great thinkers. Throughout history, mankind has struggled to understand life's mysteries, from the mundane to the seemingly miraculous. In this important new book, David Deutsch, an award-winning pioneer in the field of quantum computation, argues that explanations have a fundamental place in the universe. They have unlimited scope and power to cause change, and the quest to improve them is the basic regulating principle not only of science but of all successful human endeavor. This stream of ever improving explanations has infinite reach, according to Deutsch: we are subject only to the laws of physics, and they impose no upper boundary to what we can eventually understand, control, and achieve. In his previous book, The Fabric of Reality, Deutsch describe the four deepest strands of existing knowledge-the theories of evolution, quantum physics, knowledge, and computation-arguing jointly they reveal a unified fabric of reality. In this new book, he applies that worldview to a wide range of issues and unsolved problems, from creativity and free will to the origin and future of the human species. Filled with startling new conclusions about human choice, optimism, scientific explanation, and the evolution of culture, The Beginning of Infinity is a groundbreaking book that will become a classic of its kind.

Touch Courtney Maum 2017 "Sloane Jacobsen is the most powerful trend forecaster in the world ... and global fashion, lifestyle, and tech companies pay to hear her opinions about the future. Her recent forecasts on the family are unwavering: the world is overpopulated, and with unemployment, college costs, and food prices all on the rise, having children is an extravagant indulgence. So it's no surprise when the tech giant Mammoth hires Sloane to lead their groundbreaking annual conference, celebrating the voluntarily childless. But not far into her contract, Sloane begins to sense the undeniable signs of a movement against electronics that will see people embracing compassion, empathy, and 'in-personism' again"--

Future Smart James Canton 2015-01-27 Game-changing trends are coming in business, technology, workforce, economy, security, and environment. Climate change, energy demand, and population growth will redefine global risk and power. Exponential new technologies will emerge in digital money, mobile commerce, and big data. An explosive new middle class of over one billion consumers will enter the marketplace. Every nation, job, business, and person will be transformed. To thrive in this future you have to become predictive, adaptive, and agile—to become Future Smart. Dr. James Canton, a renowned global futurist and visionary business advisor, illuminates the pivotal forces and global power shifts that everyone must understand today to thrive in a rapidly changing landscape: Regenerative medicine will extend our lifetimes and rebuild our bodies Robots and drones will drive our cars, teach our kids, and fight our wars Smart machines will design, manage, and service 40% of all global businesses—energy, commerce, finance, and manufacturing—without humans Digital consumers who live always connected will challenge every business to change its strategy Climate change wars will redefine security and resources Most of us are not prepared to meet the challenges the future will bring, but these changes are coming fast. Armed with knowledge, those who are Future Smart can take action to reinvent themselves, their businesses, and their world.

Practical Statistics for Data Scientists Peter Bruce 2017-05-10 Statistical methods are a key part of of data science, yet very few data scientists have any formal statistics training. Courses and books on basic statistics rarely cover the topic from a data science perspective. This practical guide explains how to apply various statistical methods to data science, tells you how to avoid their misuse, and gives you advice on what's important and what's not. Many data science resources incorporate statistical methods but lack a deeper statistical perspective. If you're familiar with the R programming language, and have some exposure to statistics, this quick reference bridges the gap in an accessible, readable format. With this book, you'll learn: Why exploratory data analysis is a key preliminary step in data science How random sampling can reduce bias and yield a higher quality dataset, even with big data How the principles of experimental design yield definitive answers to questions How to use regression to estimate outcomes and detect anomalies Key classification techniques for predicting which categories a record belongs to Statistical machine learning methods that "learn" from data Unsupervised learning methods for extracting meaning from unlabeled data

Create the Future + The Innovation Handbook Jeremy Gutsche 2020-03-10 Learn to Innovate and Make Real Change In our era of disruption and possibility, there are so many great opportunities within your grasp; however, most smart and successful people miss out. Unfortunately, your capabilities are limited by the seven traps of path dependency, which cause you to repeat past decisions. These traps can limit you from seeing the potential of what could be. If you could overcome these traps, what could you accomplish? How much more successful could you be? Create the Future teaches you how to think disruptively, providing specific steps to create real innovation and change. This book combines Jeremy's high energy, provocative thinking with tactics that

have been battle-tested through thousands of his team's projects advising leading innovators like Disney, Starbucks, Amex, IBM, Adidas, Google, and NASA. On top of all that, this is a double-sided book, paired with The Innovation Handbook, a revised edition of Jeremy's award-winning book, Exploiting Chaos.

Expert Political Judgment Philip E. Tetlock 2017-08-29 Since its original publication, Expert Political Judgment by New York Times bestselling author Philip Tetlock has established itself as a contemporary classic in the literature on evaluating expert opinion. Tetlock first discusses arguments about whether the world is too complex for people to find the tools to understand political phenomena, let alone predict the future. He evaluates predictions from experts in different fields, comparing them to predictions by well-informed laity or those based on simple extrapolation from current trends. He goes on to analyze which styles of thinking are more successful in forecasting. Classifying thinking styles using Isaiah Berlin's prototypes of the fox and the hedgehog, Tetlock contends that the fox--the thinker who knows many little things, draws from an eclectic array of traditions, and is better able to improvise in response to changing events--is more successful in predicting the future than the hedgehog, who knows one big thing, toils devotedly within one tradition, and imposes formulaic solutions on ill-defined problems. He notes a perversely inverse relationship between the best scientific indicators of good judgement and the qualities that the media most prizes in pundits--the single-minded determination required to prevail in ideological combat. Clearly written and impeccably researched, the book fills a huge void in the literature on evaluating expert opinion. It will appeal across many academic disciplines as well as to corporations seeking to develop standards for judging expert decision-making. Now with a new preface in which Tetlock discusses the latest research in the field, the book explores what constitutes good judgment in predicting future events and looks at why experts are often wrong in their forecasts.

Superforecasting Philip E. Tetlock 2015-09-29 NEW YORK TIMES BESTSELLER • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE ECONOMIST "The most important book on decision making since Daniel Kahneman's Thinking, Fast and Slow."—Jason Zweig, The Wall Street Journal Everyone would benefit from seeing further into the future, whether buying stocks, crafting policy, launching a new product, or simply planning the week's meals. Unfortunately, people tend to be terrible forecasters. As Wharton professor Philip Tetlock showed in a landmark 2005 study, even experts' predictions are only slightly better than chance. However, an important and underreported conclusion of that study was that some experts do have real foresight, and Tetlock has spent the past decade trying to figure out why. What makes some people so good? And can this talent be taught? In Superforecasting, Tetlock and coauthor Dan Gardner offer a masterwork on prediction, drawing on decades of research and the results of a massive, government-funded forecasting tournament. The Good Judgment Project involves tens of thousands of ordinary people—including a Brooklyn filmmaker, a retired pipe installer, and a former ballroom dancer—who set out to forecast global events. Some of the volunteers have turned out to be astonishingly good. They've beaten other benchmarks, competitors, and prediction markets. They've even beaten the collective judgment of intelligence analysts with access to classified information. They are "superforecasters." In this groundbreaking and accessible book, Tetlock and Gardner show us how we can learn from this elite group. Weaving together stories of forecasting successes (the raid on Osama bin Laden's compound) and failures (the Bay of Pigs) and interviews with a range of high-level decision makers, from David Petraeus to Robert Rubin, they show that good forecasting doesn't require powerful computers or arcane methods. It involves gathering evidence from a variety of sources, thinking probabilistically, working in teams, keeping score, and being willing to admit error and change course. Superforecasting offers the first demonstrably effective way to improve our ability to predict the future—whether in business, finance, politics, international affairs, or daily life—and is destined to become a modern classic.

Everything is Obvious Duncan J. Watts 2011-07-01 Why is the Mona Lisa the most famous painting in the world? Why did Facebook succeed when other social networking sites failed? Did the surge in Iraq really lead to less violence? And does higher pay incentivize people to work harder? If you think the answers to these questions are a matter of common sense, think again. As sociologist and network science pioneer Duncan Watts explains in this provocative book, the explanations that we give for the outcomes that we observe in life-explanations that seem obvious once we know the answer-are less useful than they seem. Watts shows how commonsense reasoning and history conspire to mislead us into thinking that we understand more about the world of human behavior than we do; and in turn, why attempts to predict, manage, or manipulate social and economic systems so often go awry. Only by understanding how and when common sense fails can we improve how we plan for the future, as well as understand the present-an argument that has important implications in politics, business, marketing, and even everyday life.

TrendWatching Ron Insana 2002-11-05 Plummeting stock prices. Decimated 401(k) accounts. Shocking corporate scandals. Thus is the beginning of the twenty-first century. The boundless prosperity of the 1990s is now a remnant of history. With the turn of the millennium came a national reversal of fortune. In a period of under twelve months, the Nasdaq Composite index lost over 60 percent of its value, costing average Americans billions of dollars.If only we could've seen it coming. But perhaps it wasn't our lack of vision that blinded us to the approaching disaster. Perhaps all we needed to do was change our perspective. Too often we invest on whims and headlines, instincts and hot tips. We focus on the short-term possibilities and ignore the long-term picture. In this groundbreaking account, best-selling author and renowned CNBC anchor Ron Insana proves that we can profit from the best of times while preparing for the worst. Through an impressively illuminating investigation of financial market bubbles, manias, and trends, Insana shows how to predict confidently the seemingly erratic financial market booms and busts, getting in while the getting is good and getting out before we are gotten. We've all heard the adage: History repeats itself. In economic terms this truism could not be truer. Delving deep into the history of American investing, Insana's enlightening study charts both well-known and widely overlooked events, proving definitively that the ups and downs of financial markets follow astonishingly similar patterns. Bubbles replicate those before them, trends imitate other trends, and the cycle repeats itself time and again. With keen insight, Insana, one of the world's top business journalists, will teach you how to recognize key signs and indicators so that you can determine when a bubble is forming, how long it will continue growing, and at what point it's going to burst. Too often, the public is the last in and the last out of the game. We lose money because we react to the decisions of others rather than anticipating fads on our own. Insana's eye-opening investigation will teach you how to stop following the herd and start finding your own way to investment success. Drawing on concrete evidence from the past to forecast the real-world changes of the future, this fascinating study paves the path for more secure, more dependable, and more profitable investing. It's your money.

Predicting Semiconductor Business Trends After Moore's Law Walden Rhines 2020-02-05 The semiconductor industry exhibited life cycles that were longer than the disk drive industry but had the same free market characteristics. Over time this unfettered competition followed trends in a worldwide market that could be quantified and used to predict the future. Over the past forty years or more, I've collected data and made presentations showing how the actual economics and technology of the semiconductor industry can be used to predict its future direction and magnitude. This book is built upon excerpts of presentations made during the last thirty years that analyze the business and technology of the semiconductor industry. In most cases, the figures in the book are copies of the original slides as they were presented during one or more of those presentations. In general, they show how predictable the semiconductor industry has been. They should also provide insight into the future of the industry.

Aging and the Macroeconomy National Research Council 2013-01-10 The United States is in the midst of a major demographic shift. In the coming decades, people aged 65 and over will make up an increasingly large percentage of the population: The ratio of people aged 65+ to people aged 20-64 will rise by 80%. This shift is happening for two reasons: people are living longer, and many couples are choosing to have fewer children and to have those children somewhat later in life. The resulting demographic shift will present the nation with economic challenges, both to absorb the costs and to leverage the benefits of an aging population. Aging and the Macroeconomy: Long-Term Implications of an Older Population presents the fundamental factors driving the aging of the U.S. population, as well as its societal implications and likely long-term macroeconomic effects in a global context. The report finds that, while population aging does not pose an insurmountable challenge to the nation, it is imperative that sensible policies are implemented soon to allow companies and households to respond. It offers four practical approaches for preparing resources to support the future consumption of households and for adapting to the new economic landscape.

2052 Jorgen Randers 2012-06-13 Forty years ago, The Limits to Growth study addressed the grand question of how humans would adapt to the physical limitations of planet Earth. It predicted that during the first half of the 21st century the ongoing growth in the human ecological footprint would stop-either through catastrophic "overshoot and collapse"-or through well-managed "peak and decline." So, where are we now? And what does our future look like? In the book 2052, Jorgen Randers, one of the coauthors of Limits to Growth, issues a progress report and makes a forecast for the next forty years. To do this, he asked dozens of experts to weigh in with their best predictions on how our economies, energy supplies, natural resources, climate, food, fisheries, militaries,

political divisions, cities, psyches, and more will take shape in the coming decades. He then synthesized those scenarios into a global forecast of life as we will most likely know it in the years ahead. The good news: we will see impressive advances in resource efficiency, and an increasing focus on human well-being rather than on per capita income growth. But this change might not come as we expect. Future growth in population and GDP, for instance, will be constrained in surprising ways-by rapid fertility decline as result of increased urbanization, productivity decline as a result of social unrest, and continuing poverty among the poorest 2 billion world citizens. Runaway global warming, too, is likely. So, how do we prepare for the years ahead? With heart, fact, and wisdom, Randers guides us along a realistic path into the future and discusses what readers can do to ensure a better life for themselves and their children during the increasing turmoil of the next forty years.

Non-Obvious 2019: How to Predict Trends and Win the Future Rohit Bhargava 2019 Wall Street Journal Best Seller (2015 Edition) Winner: Axiom Business Theory Silver Medal (2017 Edition) Official Selection: Gary's Book Club at CES (2017 Edition) Winner: Non-Fiction Book Awards Gold Medal (2018 Edition) For the past 9 years, marketing expert and Georgetown University Professor Rohit Bhargava has curated his best-selling list of non-obvious trends by asking the questions that most trend predictors miss. In this all-new ninth edition, discover what more than a million readers already have: how to use the power of non-obvious thinking to grow your business and make a bigger impact in the world. In total, the Non-Obvious 2019 Edition features 15 all-new trends across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. The book also features a detailed section with a review and rating for more than 115 previously predicted trends - with longevity ratings for each. As with the original version, this new edition of Non-Obvious also delves into the curation process the author has used for years to build his Trend Reports and takes readers behind the scenes of trend curation (much to the delight of past readers who have been asking about this for years), and show them the methodology they can use to predict the future for themselves.

The Non-Obvious Guide to Marketing and Branding (Without a Big Budget) Rohit Bhargava 2021-04-06 This is the Small Business Marketing advice book you've been Googling for. Like having coffee with an expert, this book shares irreverent tips and secrets from WSJ bestselling author and marketing guru Rohit Bhargava on how to promote your business without a huge budget. This book is like a high energy masterclass and brainstorming session all in one - with actionable tips to transform your marketing approach within hours.

Patterns, Predictions, and Actions Moritz Hardt 2022-08-23 An authoritative, up-to-date graduate textbook on machine learning that highlights its historical context and societal impacts Patterns, Predictions, and Actions introduces graduate students to the essentials of machine learning while offering invaluable perspective on its history and social implications. Beginning with the foundations of decision making, Moritz Hardt and Benjamin Recht explain how representation, optimization, and generalization are the constituents of supervised learning. They go on to provide self-contained discussions of causality, the practice of causal inference, sequential decision making, and reinforcement learning, equipping readers with the concepts and tools they need to assess the consequences that may arise from acting on statistical decisions. Provides a modern introduction to machine learning, showing how data patterns support predictions and consequential actions Pays special attention to societal impacts and fairness in decision making Traces the development of machine learning from its origins to today Features a novel chapter on machine learning benchmarks and datasets Invites readers from all backgrounds, requiring some experience with probability, calculus, and linear algebra An essential textbook for students and a guide for researchers

Non-Obvious Guide to Working Remotely (Being Productive Without Getting Distracted, Lonely Or Bored) Rohit Bhargava 2021-04-06 An all new updated 2021 edition of the popular original guide to working from home and adjusting to virtual work featuring the best tips and advice from more than 50 top experts. Most books on remote work repeat the same tired advice about being productive while wearing sweatpants. The advice in this book is different. Award winning author Rohit Bhargava reveals the secrets of remote work by curating advice from the experts. In this book, you'll learn: Why trying to recreate a "home studio" for presentations is overrated. How you can build powerful relationships with people you've never met. The seven rules of virtual meetings that everyone should know. How to look and sound amazing on video, without spending a fortune. Most guides to virtual work pretend like it is better than being face-to-face. It usually isn't. But in today's business world, there are many reasons you need to work remotely or do virtual meetings, from taking parental leave to navigating a global health pandemic. In this short guide featuring a compilation of the best advice and insights from more than 50 experts from dozens of industries, you will learn the keys to being effective from afar. Whether you need to deliver a presentation to a virtual audience or collaborate with a global team, this handy guide will help you be more productive when you can't be there in person. This is not a book that will convince you that you need to work remotely every day or that you should go to a Caribbean island and become a digital nomad. It's a guide for anyone forced to work remotely, stuck on too many Zoom calls, and looking for quick actionable advice on how to shift the way they work to get more done every day.

Resurrecting Retail Doug Stephens 2021-05-04 Few crises in modern history have so completely disrupted every aspect of daily life as has the Covid-19 pandemic. What began as a small medical ripple in Wuhan, China, a city many of us had never heard of, quickly erupted into a tsunami of epic proportions. Every market, industry, vertical, profession, service, and category of product was in some way rocked by its impact. And, for the first time in recorded history, every wheel, cog and gear in the global retail industry ground to a virtual halt. From two-time, international best-selling author and futurist Doug Stephens, Resurrecting Retail is not just a riveting story of the unprecedented crash of an industry during this time of crisis but a roadmap for its rebirth. Meticulously researched in real time from inside the crisis, Resurrecting Retail provides a comprehensive and surprising vision of how Covid-19 will reshape every aspect of consumer life, including the very essence of why we shop. Above all, Resurrecting Retail provides an inspirational and actionable future vision for any business leader looking not only to survive but to thrive in a very different looking post-pandemic retail world.

Non-Obvious Megatrends Rohit Bhargava 2020-02-14 WALL STREET JOURNAL BESTSELLER WINNER OF 9 INTERNATIONAL BOOK AWARDS! The highly anticipated 10th Edition of the groundbreaking innovation book Non-Obvious - featuring ten all new trend predictions for winning the future. Introducing a book about what it really takes to predict the future, by getting better at understanding the accelerating present. What can the quirky rules of Icelandic hot tub etiquette and the unexpected celebrity of a Michelin-ranked food stall in Singapore teach you about the future of business and culture? The answer may not be all that obvious, and that's exactly the point. For the past decade, innovation expert and marketing professor Rohit Bhargava and his intrepid team of trend curators have produced one of the most widely read annual trend forecasts in the world: the Non-Obvious Trend Report. Whether you are among one of the more than 1 million readers of a previous edition of this report or not, this completely updated new edition features an unprecedented look behind the scenes at the author's award-winning "Haystack Method" for identifying the ideas and insights others miss by learning to collect ideas the way most people collect frequent flier miles. You don't need to be a futurist or innovation expert in order to learn to think like one. In this book you'll not only learn how to use the Haystack Method yourself, but also read insights about how to leverage the ten forecasted megatrends to grow your own business or propel your career. The key to winning the future lies in better understanding the present. This book is an essential guide to becoming a non-obvious thinker and using the art of trend curation to get better at predicting what will be important tomorrow based on learning to better observe patterns in the world today. List of awards for previous editions: Winner: Eric Hoffer Business Book of the Year Winner: Axiom Award Silver Medal (Business Theory) Winner: INDIE Gold Medal (Business Business Book) Finalist: Leonard L. Berry Marketing Book Award Winner: IPPY Silver Medal (Best Business Book)

The Inevitable Kevin Kelly 2017-06-06 "A quintessential work of technological futurism." – James Surowiecki, strategy + business, "Best Business Books 2017 – Innovation" From one of our leading technology thinkers and writers, a guide through the twelve technological imperatives that will shape the next thirty years and transform our lives Much of what will happen in the next thirty years is inevitable, driven by technological trends that are already in motion. In this fascinating, provocative new book, Kevin Kelly provides an optimistic road map for the future, showing how the coming changes in our lives—from virtual reality in the home to an on-demand economy to artificial intelligence embedded in everything we manufacture—can be understood as the result of a few long-term, accelerating forces. Kelly both describes these deep trends—interacting, cognifying, flowing, screening, accessing, sharing, filtering, remixing, tracking, and questioning—and demonstrates how they overlap and are codependent on one another. These larger forces will completely revolutionize the way we buy, work, learn, and communicate with each other. By understanding and embracing them, says Kelly, it will be easier for us to remain on top of the coming wave of changes and to arrange our day-to-day relationships with technology in ways that bring forth maximum benefits. Kelly's bright, hopeful book will be indispensable to anyone who seeks guidance on where their business, industry, or life is heading—what to invent, where to work, in what to invest, how to better reach customers, and what to begin to put into place—as this new world emerges.

Beyond Diversity Rohit Bhargava 2022-06-07 Wall Street Journal Bestseller "A useful, forcefully written, and wide-ranging study of inequities--and how to fix them." --Kirkus Reviews What if we could go beyond the conversation about diversity and take real action? In early 2021, more than two hundred widely respected experts gathered virtually for the world's most ambitious conversation about diversity. Our aim was to do more than spotlight injustice. We challenged ourselves to imagine how to fix it. The dialogue brought together casting directors, bookstore owners, disabled leaders, healthcare professionals, students, VCs, standup comedians, chief diversity officers, pro gamers, archaeologists, government insiders, startup founders, and even a master puppeteer. Now for the first time, these solutions are compiled into one groundbreaking volume organized into twelve powerful themes including: storytelling, technology, identity, retail, education and more. Each chapter paints a revealing picture of the world, how it is, how it could be and what needs to happen for us to get there. For newcomers to the topic of diversity, and DEI experts alike, this book offers a much-needed actionable blueprint for creating a more inclusive world for us all.

The New Rules of Retail Robin Lewis 2014-08-12 In The New Rules of Retail, industry gurus Robin Lewis and Michael Dart explained how unprecedented consumer power, enabled by technology and globalization, is revolutionizing retail. They warned that survival in these dynamic times called for a business model based on three distinct competencies: preemptive, perpetual distribution; a neurological customer connection; and total control of the value chain. In the years since that book published, many of their predictions have come true. Now, they revisit timeless case studies like Ralph Lauren and Sears, as well as new additions like Trader Joe's, Lululemon, and Warby Parker, to assess how retailers must continue to evolve in the era of e-commerce, data mining, and tiered distribution. They also identify the five current trends that are currently driving consumer demand, including technology integration and channel consolidation, as exemplified by Jeff Bezos at Amazon. This is a fully revised and updated guide from two proven retail prognosticators.

Trend-Driven Innovation Henry Mason 2015-10-02 Trend-Driven Innovation Beat accelerating customer expectations. Every business leader, entrepreneur, innovator, and marketer wants to know where customers are headed. The problem? The received wisdom on how to find out is wrong. In this startling new book, the team at TrendWatching share a powerful, counter-intuitive truth: to discover what people want next, stop looking at customers and start looking at businesses. That means learning how to draw powerful insights from the way leading brands and disruptive startups—from Apple to Uber, Chipotle to Patagonia—redefine customer expectations. Sharing the secrets that have led thousands of the world's most successful brands and agencies to rely on TrendWatching for over a decade, Trend-Driven Innovation is the book that will reconfigure your view of the business world forever. You'll learn: How to spot emerging trends using three crucial building blocks, and how to recognize the expectation gaps that herald opportunity. Why most professionals focus on precisely the wrong trends and innovations, and how to avoid this. How to turn trends and insights into innovations that customers will love. Amid the endless change that defines today's business environment, opportunity is everywhere. Highly practical, and featuring real-world examples from around the world, Trend-Driven Innovation is the actionable, battle-tested manual that will enable you harness those opportunities time after time. Setting you up to build an organization that matters, products customers love, and campaigns people can't stop talking about.