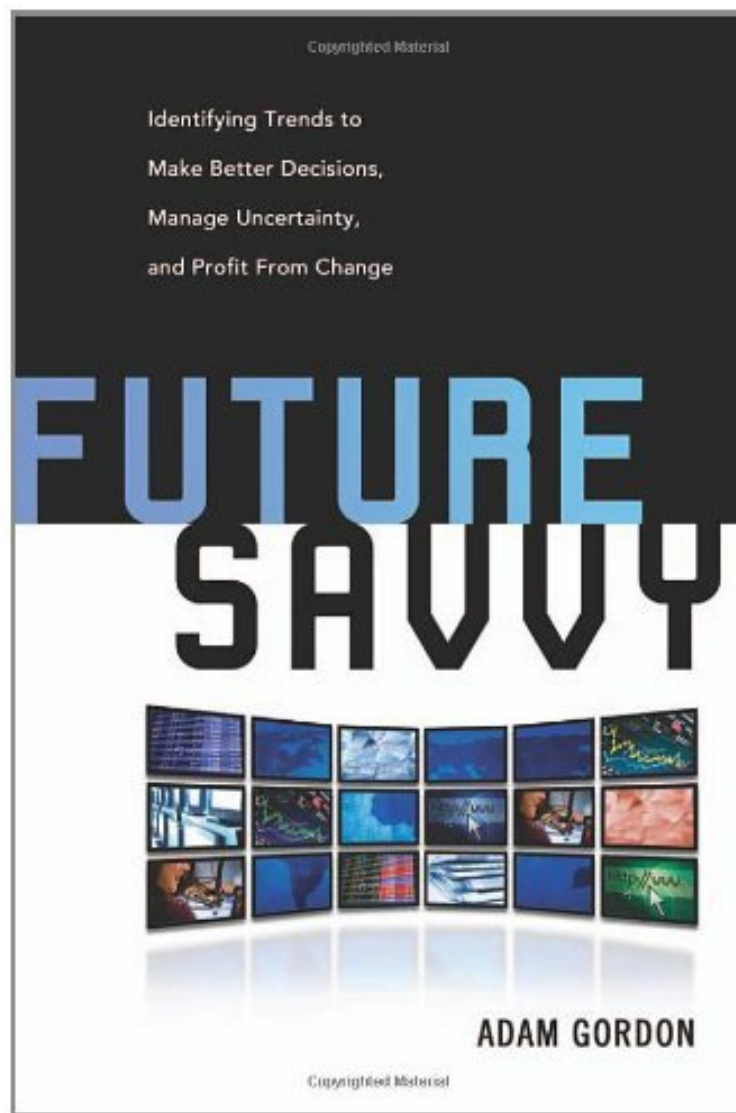


(Read and download) Future Savvy: Identifying Trends to Make Better Decisions, Manage Uncertainty, and Profit from Change

Future Savvy: Identifying Trends to Make Better Decisions, Manage Uncertainty, and Profit from Change

Adam Gordon

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Adam Gordon : Future Savvy: Identifying Trends to Make Better Decisions, Manage Uncertainty, and Profit from Change before purchasing it in order to gage whether or not it would be worth my time, and all praised Future Savvy: Identifying Trends to Make Better Decisions, Manage Uncertainty, and Profit from Change:

0 of 0 people found the following review helpful. Thank you AdamBy Matt MayevskyExcellent popularization of forecasting, with particular emphasis on trends. Adam Gordon shows how important are the forecasts in our daily life,

in business and in politics. He reveals the ubiquity and complexity of forecasts. Then he taught us how to unmask forecasts. It is worthwhile to note the intentions of the creators of forecasts: future-influencing forecasts vs future-aligning forecasts. I loved the part about knowledge-framing paradigm shift from the perspective of Foucault and Khun. Adam Gordon can easily explain the complex issues and problems. "Future Savvy" is a book for consumers predictions - for all people aware of the reality around us. 0 of 0 people found the following review helpful. Five Stars By William Isaacs Need this book for school but already enjoying the reading. 1 of 1 people found the following review helpful. Becoming Savvy about the Future By Stephen M. Millett Future Savvy by the consulting futurist Adam Gordon is an excellent overview of what can be and what should not be believed in forecasts of the future. The book is written to help corporate managers, especially marketing managers, frame more realistic expectations for the future and avoid the many traps of forecasting, especially linear trend projections. Gordon provides an excellent discussion of how important starting assumptions are and how they can lead forecasts into erroneous zones. He also provides a very useful approach to understanding consumer value and how it shifts over time.

There's no shortage of predictions available to organizations looking to anticipate and profit from future trends. Apparently helpful forecasts are ubiquitous in everyday communications such as newspapers and business magazines, and in specialized sources such as government and think-tank forecasts, consultant reports, and stock-market guides. These resources are crucial but they are also of very mixed quality. While everyone knows a future-focus is crucial for strategic vision and organizational readiness, what information from the endless sea of sources is valid? How do you know which predictions to take seriously, which to be wary of, and which to throw out entirely? Which ones do you let guide your decisions? Future Savvy provides a hands-on approach to judging predictive material of all types, including providing a battery of critical tests to apply to any forecast to assess its validity, and judge how to fit it into everyday management thinking. In a colorful book with many examples, Adam Gordon synthesizes information assessment skills and future studies tools into a single template that allows managers to apply systematic "forecast filtering" to reveal strengths and weakness in the predictions they face. The better leaders' view of the future, the better their decisions - and successes - will be. Future Savvy empowers both business and policy/government decision-makers to use forecasts wisely and so improve their judgment in anticipating opportunities, avoiding threats, and managing uncertainty.

"If you care at all about preparing for the future, read this book." -- Online Magazine "hellip; offers a great deal of common sense that often gets left behind in analytics and forecastinghellip;rdquo; -- Inland Empire Business Journal "...Gordon's book will be a useful primer and refresher on the art of proper forecasting and on detecting the artifice and subtlety of persuasion via anticipatory declaration." --Research Technology Management "...a guide for prognosticators and scenario planners, a set of warnings against such common errors as overreliance on numbers, overlooking your own bias, and ignoring the oscillations of historyhellip;rdquo; -- Strategy+Business "Future Savvyhellip;will help you become a better consumer of forecasts, from economists, governments, think tanks and, yes, even journalists." The Globe Mail (Toronto) "Given recent developments in the US economy and their implications and probable impact insofar as the global economy is concerned, the publication of this book is indeed timely." -- Dallas Business Commentary Examiner "a book that will make fascinating reading for anyone involved in forecasting" --Foresight Magazine From the Author Future Savvy provides a hands-on approach to judging predictive material of all types. After setting out the how-to insights in chapters 2-9, the book takes real forecasts and critiques them in chapter 10 to show the insights in practice. There's also a forecast filtering battery of critical tests to apply to any forecast to assess its validity, at the back of the book, so the reader comes away fully armed and able to shoot down bad predictions and improve their own view of the future accordingly. From the Inside Flap There is no shortage of forecasting available to businesses looking to anticipate and profit from future trends. But what information, from the endless sea of sources, is valid? How do you know which predictions to take seriously, which to be wary of, and which to throw out entirely? Most important, which ones do you let guide your business's decisions? As huge an industry as business forecasting is, it's a wonder how amorphous it remains. As explained by author Adam Gordon, there is virtually no regulation, no serious accountability, and no quantifiable track record. "There is no accepted conceptual framework, agreed professional standards, or guidelines for application to policy or business decision making." In fact, there's not even a clear definition of what forecasting is. That said, it is unwise to discount the importance of forecasting. After all, your company's decisions will play out not in the present, but in a future that is bound to be different. What will the financial landscape be months or years from now? How will technology affect your company and your industry? What factors will shape the demand for your product or service? Understandably, it is imperative that you attempt to predict the future business environment, lest you be caught flat-footed by the ever-increasing pace of change. Future Savvy gives you a battery of critical tests to apply to any forecast in order to assess its validity and its relevance to your business's strategic decisions. In sifting through the endless reams of information you receive in the form of predictions, you will now be able to: * Distinguish between (and apply) future-aligning versus future-influencing forecasting* Combine short-, medium-, and long-term forecasting to create a three-

dimensional model of the future* Decrease reliance on so-called "hard" data that may not be as inarguable as you think* See through biases in research, consider the source and motivation behind any analysis, and approach information from the perspective most relevant to your organization's needs* Assess the value of forecasting as it pertains to the nature and timing of specific outcomes* Avoid the common pitfalls in trend-based forecasting and use better alternatives* Develop multiple future scenarios* And more The author synthesizes all of these powerful analytical tools into a template that allows you to apply "forecast filtering," a systematic deconstruction that accounts for all possible sources of inconsistency, fallibility, or bias in any presentation of predictive information. The information you receive is only as solid as the approach you take to its interpretation. If your decisions are ill-informed, no one will blame the forecasters, whoever they may have been. Using the approaches in Future Savvy, you stand a much better chance of parlaying information into strong results, and "when you come across yet another breathless article about the latest new thing, you will have the tools to keep your head when all about you are losing theirs."