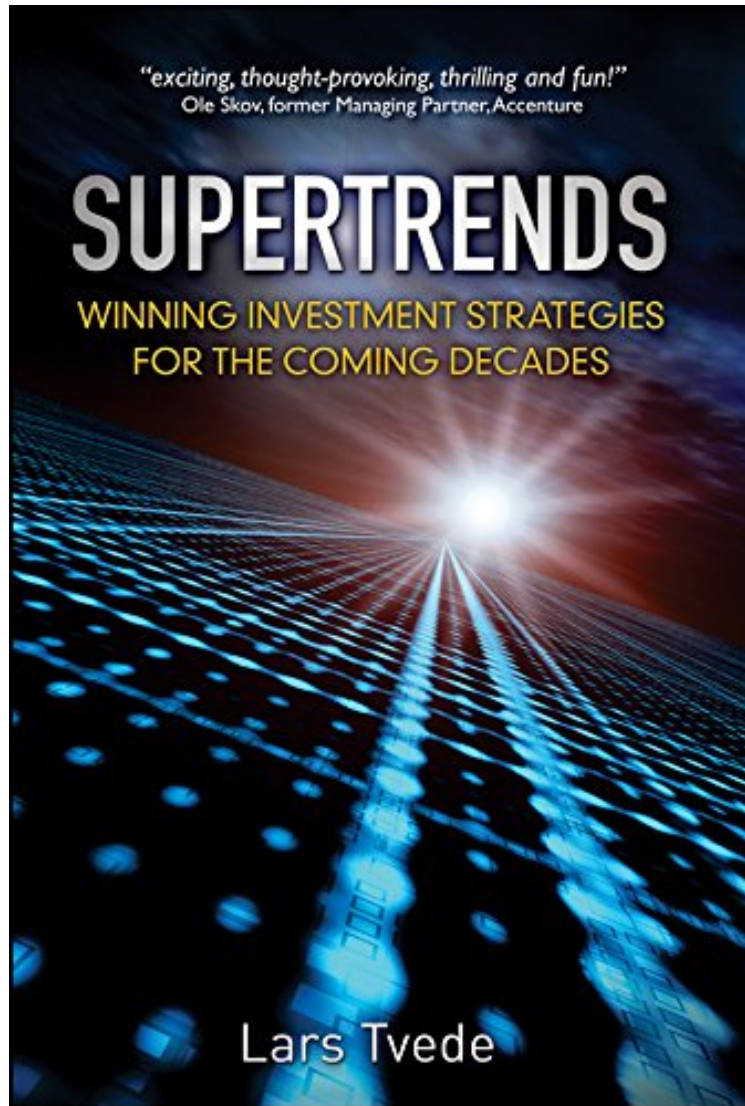


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Supertrends: Winning Investment Strategies for the Coming Decades

Lars Tvede

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Lars Tvede : Supertrends: Winning Investment Strategies for the Coming Decades before purchasing it in order to gauge whether or not it would be worth my time, and all praised Supertrends: Winning Investment Strategies for the Coming Decades:

0 of 1 people found the following review helpful. Pointless Brain Dump By John McCarrier This is the type of book you would expect to receive if you responded to a get-rich-quick infomercial. The author dazzles you with his vast knowledge of the world. The book features endless charts and graphs of information on big topics like world religions, urbanization, population growth rates, business cycles, energy sources, etc. All that's missing is a sales pitch to sign up

for a monthly insider newsletter. What's actually missing from this book is a conclusion. It is 400 pages of long-winded setup with no punch line.

The 2008-2009 market meltdown and house price collapse has reset the credit and property cycles, and smart investors are now looking for the upside. But Where Will the Next Bull Run Come From, and How Can Investors Take Advantage? The world is now facing staggering change, including exponential performance growth in many technologies. We can expect computers that are smarter than people, self-driven cars and a truly intelligent Internet. We are also facing a biotechnological revolution enabling personalized medicine, fourth generation biofuels, radical extension of human life expectancy, exponential growth in farm yields, and even the recreation of extinct species. Furthermore, our energy sector is facing a complete transformation which will eventually make our energy supply limitless. Meanwhile, our population will grow, age and urbanize, and - largely due to emerging market growth - global purchasing power will have quadrupled by 2050. What will this mean for commodity prices, the environment and growth sectors such as real estate, global finance and luxury? Supertrends explains not only what will happen, but also how and why. Having himself run several hugely profitable funds through seeking out long term opportunities and having set up and sold several award winning technology and new media companies, author Lars Tvede shows readers how to identify and profit from the investment opportunities of the future. If you need to be prepared for the rest of your life, this is the book for you.

'This is a highly readable, intelligent and fun effort which just may help you make money many years down the line.' (UK-Analyst, September 2010). From the Inside Flap: 'Supertrends is more than an intellectual highly inspiring book. It hijacks you from short term consensus and powerfully redirects your thinking towards future perspectives. A must-read for all executives ready to challenge the status quo in order to have sound business visions.' - Dr Christian De Prati, Chief Executive Officer, Merrill Lynch Capital Markets AG 'In 2009, I visited Lars Tvede to deliver a keynote address to an elite group of technology investors and entrepreneurs. He impressed the audience with an analysis of trends emerging in the Energy, Biotech and IT sectors. In Supertrends, Lars has expanded on these ideas, doing a 'deep dive' into global trends, demographic change and technology advances, and his conclusions pinpoint even more opportunities for the astute investor. It is a must-read for investors who are trying to understand where to find opportunity on a rapidly changing world.' - Farley Cash Duvall, Former Managing Director, Red Herring EMEA and current CEO of White Bull GmbH 'Zurich, Switzerland' 'It takes a keen sense of analysis and expansive creativity to think in terms of the next 40 years. Whether or not one buys into the crystal ball that Lars Tvede has developed, few could challenge that this is a unique and comprehensive look at our collective futures. Further, with the breadth of insights offered, there is something of value for everyone. Read it, then think about it.' - Barry A. Matsumori, Vice President, Wireless Connectivity, Qualcomm, Inc. 'A must-read not only for business captains and investors, but for anybody interested in today's and tomorrow's world.' Lars Tvede's new book develops a mind-boggling and refreshingly optimistic vision of the future. The book is exciting, thought-provoking, thrilling and fun! - Ole Skov, former Managing Partner, Accenture About the Author Lars Tvede (www.larstvede.com) holds a Master's degree in Engineering and a Bachelor's degree in International Commerce, and he is a certified financial derivatives trader from the National Futures Association in Chicago. He spent 11 years as derivatives trader, portfolio manager and investment banker before moving to the telecommunication and software industries in the mid 1990s. Since then he has co-founded and seed-funded a number of award-winning high-tech companies in the satellite communication, Internet, and mobile space. He is also founder of Beluga, a highly profitable investment and derivatives trading company, and has most recently co-founded CarryQuote, a financial information provider which won the coveted Red Herring Award as one of the world's top 100 private technology companies in 2009, as well as the IMD Startup Competition as one of Switzerland's most promising startups in 2010. Over the years, Lars has authored/co-authored many books covering financial trading, marketing research, market planning, general economics, crises theory and telecommunication/software. Lars was listed in The Guru Guide to Marketing as one of the world's 62 leading thinkers on marketing strategy. Lars Tvede lives in Switzerland with his family. His main hobbies are skiing, sailing and collecting Italian sports cars and wine.