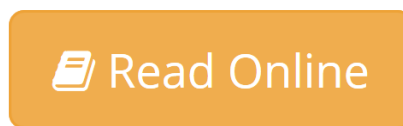


## Paradigms: The Business of Discovering the Future

By Joel Arthur Barker



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How would like to spot future trends before the competition?

We all know the rules for success in our business or professions, yet we also know that these rules--paradigms--can change at any time. What Joel Barker does in *Paradigms: The Business of Discovering the Future* is explain how to spot paradigm shifts, how they unfold, and how to profit from them. Through the power of this method--paradigm spotting--you can:

1. find the people in your organization most likely to spot a new trend
2. help your key people adept when a massive change is occurring
3. learn to effectively grapple with your "intractable problems" and improve your results incalculably.

In addition, *Paradigms* is full of concrete examples of paradigm shifts and predictions for the future, and contains a new introduction detailing recent developments and pointing out areas to watch tor paradigm shifts.

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"Paradigms: The Business of Discovering the Future" is a secret weapon. I'm buying a copy for each of my customers and suppliers . . . but none for my competitors!"-- Harvey Mackay, author of "Swim with the Sharks Without Being Eaten Alive "and "Sharkproof""All about change and what it does for your business . . . Should have a prominent place on the desk of every business owner who intends to stay competitive."-- Entrepreneur""If you can figure out what changes are in store for the marketplace, you gain extraordinary leverage against your competition. How do you do it? Joel Barker advises."-- Success""With Paradigms, Joel Barker continues his role as master teacher and advisor to society's leaders. His insight can help people prepare for the future in these turbulent times."-- Larry Osterwise, Vice Preident, U.S. Market-Driven Quality Assessment, IBM

#### About the Author

Joel Arthur Barker has been a teacher and advertising executive and has served as director of the Future Studies Department of the Science Museum of Minnesota. His corporate clients include IBM, Monsanto, AT&T, General Mills, U.S. Sprint, the Mayo Clinic, 3M, Motorola, and Digital Equipment Corporation.

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