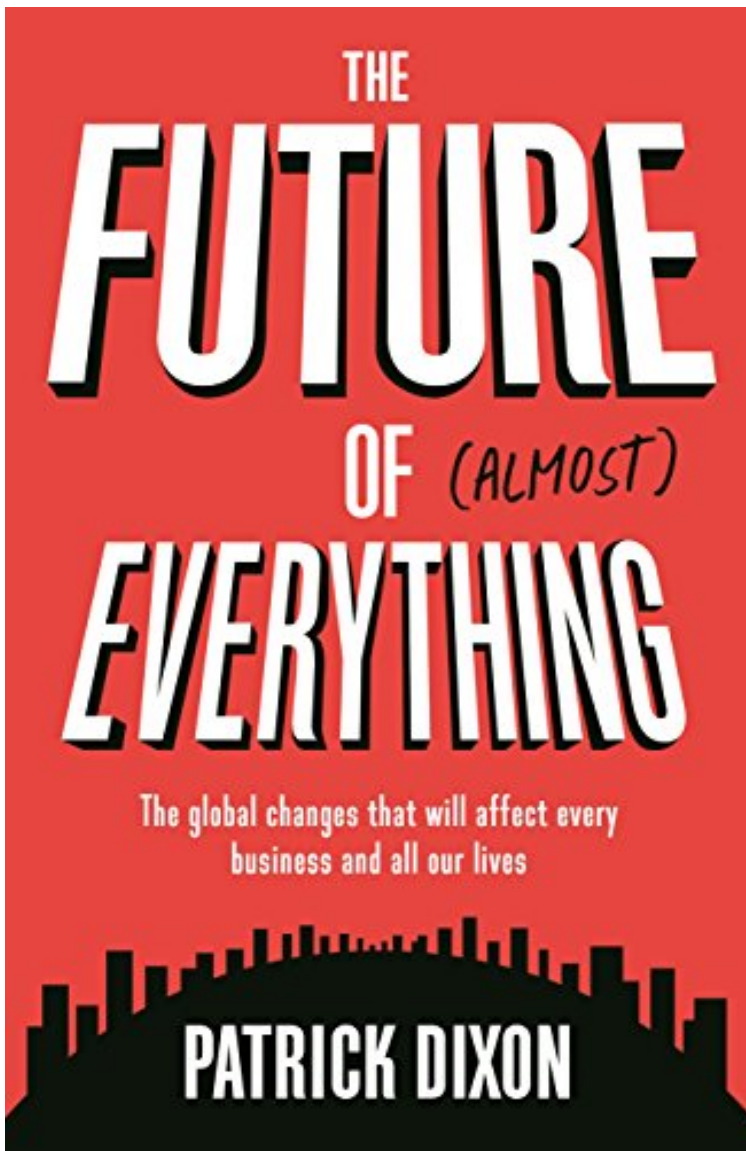


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epidemics; a future of political shocks and greater conflicts; a future in which people will strive for more privacy and businesses will change the way they relate to their staff and their customers; a future in which there will be driverless cars and solar power generated in the desert will power cities thousands of miles away. In short, with great perception and insight, Patrick Dixon highlights the risks that a future-proof business needs to be aware of, and what to prepare for if it is to prosper and survive in a world where customers and markets, politics and demographics, technology and skills, and opportunities and choices will be very different.

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