



## Paradigms: The Business of Discovering the Future

By Joel Arthur Barker



**Paradigms: The Business of Discovering the Future** By Joel Arthur Barker

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 for paradigm shifts.

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## Paradigms: The Business of Discovering the Future By Joel Arthur Barker Bibliography

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#### Review

"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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