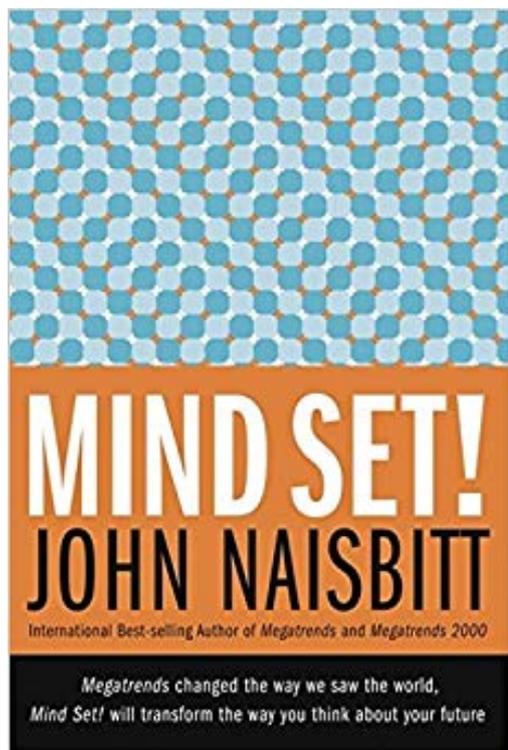


Mind Set!: Reset Your Thinking and See the Future *by* John Naisbitt



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In his seminal works *Megatrends* and *Megatrends 2000*, John Naisbitt proved himself one of the most far-sighted and accurate observers of our fast-changing world.

Mind Set! goes beyond that—*Mind Set!* discloses the secret of forecasting. John Naisbitt gives away the keys to the kingdom, opening the door to the insights that let him understand today's world and see the opportunities of tomorrow. He selects his most effective tools, 11 Mindsets, and applies them by guiding the reader through the five forces that will dominate the next decades of the twenty-first century.

Illustrated by stories about Galileo and Einstein to today's icons and rebels in business, science, and sports, *Mind Set!* opens your eyes to see beyond media headlines, political slogans, and personal opinions to select and judge what will form the pictures of the future.



Reviews of the **Mind Set!: Reset Your Thinking and See the Future** by John Naisbitt

Punind

This is pure Naisbitt...thought-provoking and capable of changing how you may view so many things in life. None of his published work can live up to his original "Mega Trends," but that would be a tall order. The truth is that Mr. Naisbitt, years ago, discovered ways to identify important societal changes and trends. The rest is up to how you view the trends and fit in. "Mind Set" is a natural extension of his philosophy.

I'm a Russian Occupant

Reading Naisbitt's "Mind Set" reminded me of Peter Drucker's observation that only a fool predicts the future, but it is profitable to understand current events and project them into a foreseeable future. He also noted that "The best way to predict the future is to create it." Naisbitt focus is slightly different noting that most change is not on what we do, but on how we do it. The more we are able to differentiate between constants and change the better we will be able to create the future we aspire to.

This is an excellent book, Naisbitt expresses himself with clarity, logic, and excellent insights; which are as relevant now as they were when he wrote the book, circa 2006. The two insights that interested me the most was his observation that as more Americans become less informed, active, and independent minded, we risk loosing our innovativeness and productivity, something we cannot afford. The second and in my mind the most important one, is his observation that we -- as a society and individually -- do not get results by "solving problems, but by exploiting opportunities." A book that is well worth a careful read.

Fearlessinger

This book explains the difference between trends and waves in society and it helps you recognize when each is happening. This cues you into gathering your own data and being able to connect the dots to form a picture of the emerging world and you are then able to figure out your place in it. Naisbitt is brilliant at showing us how he learned to connect the dots. His connections helped him make what looks to us like predictions, but to him was just mentioning the next step in a progression. Great read!

Mayno

John Naisbitt's book again is Wow, tremendous. Helping us less knowledgeable people to see the world's trends by giving examples of how his young son see things. I really hope and wish John would come out of retirement to write another trend forecasting book about what the 2nd and 3rd decades of the 21st century; another MEGATRENDS.

His ex-wife's book, I could not relate or understand at all and put it away after trying to read the first few chapters. John himself have a way to write to make ordinary guys like myself understand and get excited. His ex-wife writing seem to writing for techkie guys. She is probably smart, but does not know how to write like John. Come ON! John, come out of retirement and help us older guys navigate into the 21 st Century, PLEASE!

Gunos

Shipped as promised. Quality as advertised.

Stick

Great insight into an analytical mind. You don't have to agree with his conclusions to appreciate his though process and approach to problem solving.

Kalv

Can't miss with John Naisbitt.

Easy to apply to new marketing plans!

Or to the investing research required to be ahead of the game! Read it!

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