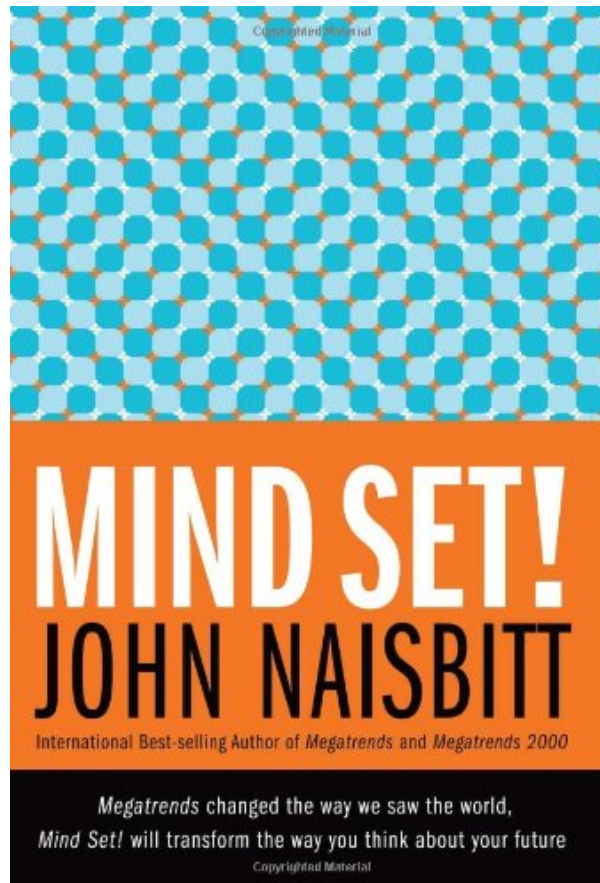
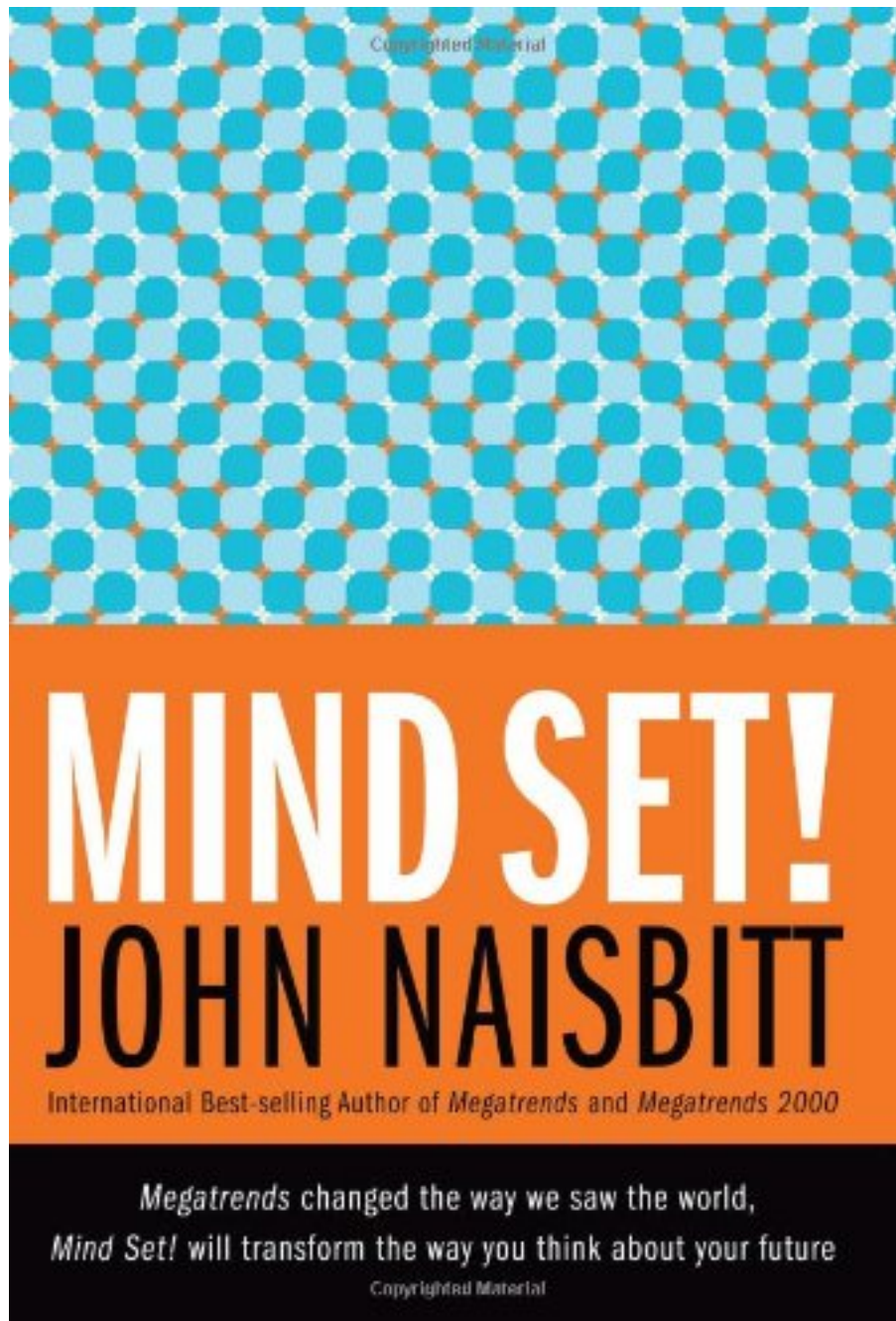


MIND SET!: RESET YOUR THINKING AND SEE THE FUTURE BY JOHN NAISBITT



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MIND SET!

JOHN NAISBITT

International Best-selling Author of *Megatrends* and *Megatrends 2000*

Megatrends changed the way we saw the world,
Mind Set! will transform the way you think about your future

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MIND SET!: RESET YOUR THINKING AND SEE THE FUTURE BY JOHN NAISBITT PDF

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.

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Most helpful customer reviews

38 of 40 people found the following review helpful.

Intellectual Basis for Futurism with Brief Examples

By Donald Mitchell

Before considering if you want to read Mind Set! please realize that this book is quite different from Megatrends, Megatrends Asia, and Megatrends 2000. Those books attempted to describe the key elements of the future world that were still new and unfamiliar at the time: That's the key task of futurists.

Mind Set! by comparison, is a book about the methodology that Professor Naisbitt applies to take the information he gleans from local newspapers to discern the face of tomorrow. Mind Set! concludes with five brief examples of how to uses these methods.

If you are looking for a futurist's view on 2027, this isn't the book for you.

In fact, it's interesting that Professor Naisbitt has written this book at all: Futurist work and interest in it seems to be at quite a low ebb now.

To me, the book's main weakness is that he says less about how to acquire the information he analyzes than in prior books. You have to wonder how long local newspapers accounts will forecast the future: The local newspaper business is dying. To me, it would have been far more interesting to have looked at how the blogosphere can be used to supplement or replace local newspapers for this purpose.

What are the mind sets he uses? Let me paraphrase them so they make more sense:

1. Unimportant everyday details change a lot: the fundamentals of life remain constant. His caution is to avoid getting carried away with seeing temporary trends as permanent changes.
2. The future already exists: you only need to extrapolate from it. This is a hoary point that I assume he got from Peter Drucker.
3. Focus on the score of the game: look at the actual measures. Politicians and newsmakers try to bend our

perspectives away from what's happening. The key numbers tell the real story.

4. Understand how powerful it is not to have to be right: massive failures follow those who blindly follow a doctrine (whether fascism or communism).
5. See the future as a picture puzzle: assemble your perspective by seeing how a variety of current trends fit together. Don't rely on any one source to answer the whole question.
6. Don't project ahead of what people can appreciate: otherwise, the new perspective adds no value. Seemingly, an argument in favor of blandness, this is simply the old test of connecting the dots.
7. People will change to gain improvements. It's easy to overestimate resistance, in particular, to new technology that requires us to change our habits.
8. Things that we expect to happen take longer than expected. Remember the forecasts of everyone owning a car-plane in the 1950s? We should be all using them by now.
9. Breakthrough change comes only when someone can exploit an unusual opening, such as happened after the fall of communism. Those who try to solve problems through government action aren't going to be very successful.
10. Don't overload people with perspectives and details.
11. Evaluate technology in terms of the nontechnical constraints.

In each of these sections, Professor Naisbitt provides his aphorism and a few examples. In most cases, I think you'll find the material to be suggestive rather than instructional in nature. If you already have a sense of how to do forecasting, that's okay. If you are totally new, I think you'll be a little at sea.

About 60 percent of the book is then devoted to five future projections where he briefly mentions (one page on each one), the principles he primarily relied on to reach these conclusions. The weakness of this section is that the conclusions are so obvious as to make you feel like futurism is a waste of time. It would have made more sense to pick less obvious areas for demonstrating his conclusions.

1. Videos, attractive designs, use of color, and visual imagery are replacing the written word as a key influence.
2. Industries are organizing globally for supply, distribution, and production rather than by nation.
3. China's economic growth will continue, to be followed by political freedom. The nation will become a global design and branding base, rather than just a source of low-cost production labor.
4. Europe will experience slow growth, burdened with below-replacement birth rates, tough policies against immigration, and high social welfare costs.
5. The importance of new technologies will slow down while the application of technologies developed in recent years will accelerate. Although he doesn't directly say it, biotechnology and nanotechnology are immensely slow methods of invention. He sees nothing else on the horizon that could cause a sudden shift. This is a good point. Generally, technology takes forever to move into mainstream application.

After having read this review, I also think you need to consider what the role of the futurist is: Perhaps they just keep us from jumping on trendy ideas too far. That can be good. Most of the biggest corporate crack-ups I've seen up close came because the leaders believed the world was going to change faster than it did. They raced ahead to serve markets then that still don't exist.

38 of 46 people found the following review helpful.

Questioning what really drives the future...

By Thomas Duff

I just had the pleasure of reading an advance copy of John Naisbitt's *Mind Set!: Reset Your Thinking and See the Future*. There's a lot in this book that I'd like to recommend for those who think everything is "the next big thing"... It's really not.

Contents:

Part 1 - Mindsets: Most Things Remain Constant; The Future Is Embedded In The Present; Focus On The Score Of The Game; Understand How Powerful It Is Not To Have To Be Right; See The Future As A Picture Puzzle; Don't Get So Far Ahead Of The Parade That They Don't Know You Are In It; Resistance To Change Falls For Benefits; Things That We Expect To Happen Always Happen More Slowly; You Don't Get Results By Solving Problems, But By Exploiting Opportunities; Don't Add Unless You Subtract; Consider The Ecology Of Technology

Part 2 - Pictures Of The Future: Culture - A Visual Culture Is Taking Over The World; Economics - From Nation-State To Economic Domains; China - Will The Dragon Devour Us Or Will It Be The Dragon We Ride?; Europe - Metamorphosis To History Theme Park; Our Evolutionary Era - No Next Big Thing

End Notes; Index

Naisbitt, the author of *Megatrends*, came up with a number of mindsets that can help someone understand where things are going in the future. From that initial list, he pared down the items until he came up with what he felt are the most important eleven items that matter. These mindsets, if understood, directly affect how you view current events and interpret your surroundings. For instance, it's easy to look at each new technology and think that it will change everything. But in reality, the same underlying forces continue to drive people's lives. Business is in a constant state of flux, but it still ends up being all about buying and selling. In sports, the one-handed jump shot in basketball completely changed the look of the game in 1936, but the game itself was still the same... score a basket. Once you strip away the fluff and hype, it's easier to understand where the general flow of life is going. Or my favorite... don't add something unless you subtract something. Setting a cap on a situation (be it a sports roster or a number of menu items in a restaurant) forces you to weigh the merits of each item, keeping only the things that return value and dropping items that no longer measure up to the others. Something to remember before you make yet another commitment...

Part 2 of the book applies a number of these mindsets to different current events and situations. Personally, I found this part of the book a bit more unfocused than the first. While I understand that the visual is becoming more important in today's society, I had a hard time staying focused on where the chapter was going. He does tie the mindsets into the conclusions he draws, but I found the mindsets themselves to be more personally useful for my own life.

Definitely worth reading, even if you don't necessarily agree with him on how the mindsets play out. I'll be revisiting the mindsets a number of times to get them firmly embedded in my brain. And don't be surprised if I turn down some "adds" because I'm not ready to "subtract" something...

4 of 4 people found the following review helpful.

Narrow mind set!

By Caufrier Frederic

I was expecting a lot from this book but I was in for a big disappointment. I really tried hard but when an author becomes unprofessional that is the absolute limit. I never had this feeling before of wanting to throw a book literally in the bin. I have read many similar books before but this book is not professional and certainly not scientific.

The subtitle "reset your thinking and see the future" becomes therefore pretty much a joke, especially when an author starts bashing in this case on Europe without real argumentations or facts. By doing so John Naisbitt exposes himself of being very unknowledgeable or unprepared for this book. It is a worrisome observation as it makes you wonder how John Naisbitt got to his other viewpoints for this book. If you have even minimal international experience you can write better chapters yourself.

Another reviewer at amazon.com even wrote that this author talked like a teenager going for a personal revenge against someone or something. Sadly I have to agree with this reviewer. And you simple don't pay for a book to read someone's narrow mind setting, frustrations and very poor made extrapolations. John Naisbitt just tries here to ride on his past-successes.

Regarding the "mindsets" offered I have to agree fully with the reviewer James A. Hatherley from Boston (reviewer at amazon.com). He wrote an excellent and even very polite (and similar negative) review of this book.

So really, forget this book and read "The world is flat" by Thomas L. Friedman instead: more insightful, much more objective and way better researched.

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BY JOHN NAISBITT PDF

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