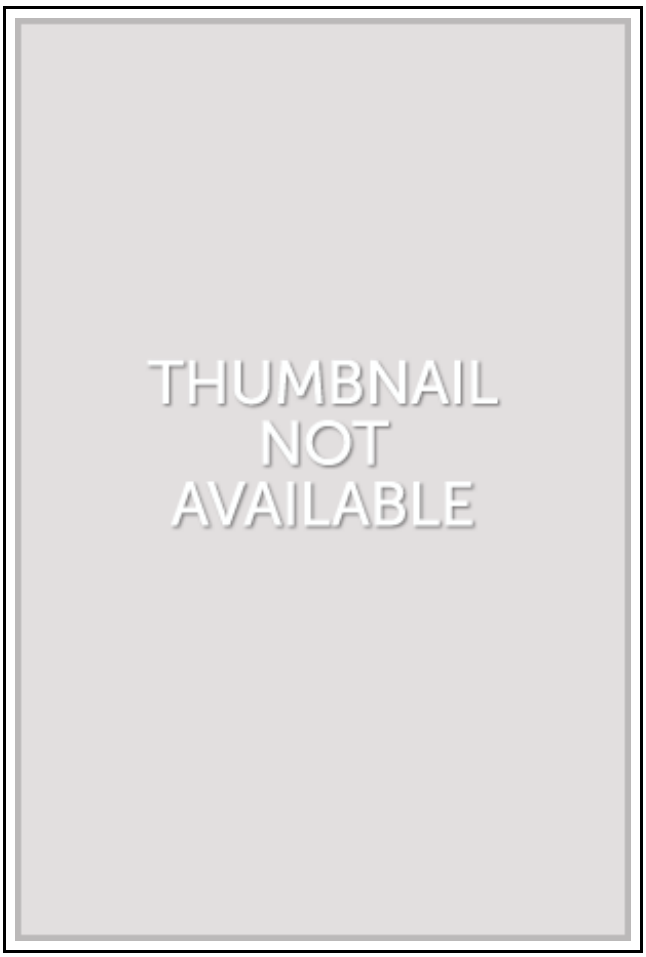
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McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, The Dream Society: How the Coming Shift from Information to Imagination Will Transform Your Business, Rolf Jensen, This title shows how market leaders from Disney to Nike successfully target human emotions - and how other companies can join them. "The Dream Society" reveals the future of business after the Information Age, a future in which the story behind the product will provide the competitive edge. It provides insights into the six major markets that target our basic emotional needs, and discusses how organizations from Disney and Nike to Rolex are supplying information to help consumers satisfy those needs. Thought-provoking and timely, it details the ways in which today's dream society trades on the exciting world of human potential and dreams - and what organizations must do to keep from being left behind.Praise for "The Dream Society": 'A riveting essay on the demands for goods and services .Well presented and organized, this is highly recommended for academic and corporate libraries' -"Library Journal". 'The Dream Society is a fresh new way to look at the future and at how businesses need to transform themselves in order to prosper in the 21st century' - Arnold Brown, Noted futurist, Weiner, Edrich, Brown, Inc. 'Stories have always been the key motivation in making a purchase, fixing a deal, and raising one's level of effectiveness in the world. In the future, leaders will have to become storytellers first and managers second. Rolf Jensen is pointing the way to the future' - Harriet Rubin, Author, "The Princessa: Machiavelli for Women".

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