



Zukunftsreport 2016: Das Jahrbuch für Trends und Business-Innovationen (German Edition)

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Der Zukunftsreport 2016 diskutiert eine Wirtschaftswelt jenseits des Wachstumsparadigmas, die neuen Regeln im "war for talents" und die Idee einer neuen, hedonistischen Nachhaltigkeitskultur. Im Fokus stehen außerdem die nächste Evolutionsstufe unserer digitalen Gesellschaft, die "Zielgruppe Mensch" im Marketing und das Zeitalter der adaptiven Technologien. Und erstmals präsentiert Matthias Horx das Konzept der Metatrends. Auf 164 Seiten liefert der Zukunftsreport 2016 (der erste der nun jährlich erscheinenden Publikationsserie) eine Vorschau auf die wichtigsten Trend-Phänomene und -Treiber der nächsten Jahre.

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