

# 《税收改变未来》

## 图书基本信息

书名：《税收改变未来》

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## 内容概要

### 在线阅读本书

#### Book Description DISCOVER THE FUTURE OF BUSINESS

In *Turning the Future into Revenue*, Glen Hiemstra, founder of Futurist.com and noted expert on emerging business opportunities, explores how our changing world will transform private enterprise and public policy. From shifting demographics to global warming to new energy policies, change is coming. *Turning the Future into Revenue* shows how these new realities can be turned into profitable new ventures.

Some of the topics Hiemstra discusses include:

- \* Five long-term trends you should be prepared for
- \* Global warming and the urgent need for green business
- \* Profiting from technology and energy trends
- \* Predicting the future of your business or career
- \* Hedging your bets on future business
- \* Ten key practices of the future-oriented enterprise
- \* Future planning exercises, tools, and activities
- \* Tactics for forecasting the future
- \* Shaping your career for future success

#### From the Inside Flap

In business, it always helps to know what's coming. How can you take advantage of the business opportunities of tomorrow if you aren't planning for that tomorrow today?

In *Turning the Future into Revenue*, noted futurist and business consultant Glen Hiemstra explores the global changes that will revolutionize business and reveals the ways individuals and organizations can profit from those coming developments. Surprising demographic shifts, energy shortages, new technologies, environmental changes, and issues of race and religion will change the way we live. They will also lead to new and exciting business opportunities. Only those who foresee those opportunities will be in position to take advantage of them.

Hiemstra begins by offering a primer on the most important and surprising trends of the future and what effects they will have on people and businesses. Then he describes the kind of organizational planning required to be fully prepared. He outlines a structured three-stage future planning process that involves developing the ability of foresight, choosing a future direction, and deciding on a set of strategies that will get you there. This isn't the kind of planning you can manage over the course of a weekend retreat or during a round of golf. It takes time and effort.

What about the kind of short-term planning that affects the bottom line every day? *Turning the Future into Revenue* shows that short-term planning is generally much more effective when it's based on a long-term vision of the future, rather than on a quest for quick profits or market share. Hiemstra shows that the best way to develop short-term strategy is to work backwards from your long-term vision. It may seem contradictory, but the future isn't a one-way street; you can shape it with the right strategies today.

The most successful companies over the long-term will be those that not only anticipate near-term economic shifts, but those that take a much longer view than the current emphasis on organizational speed and agility encourages. Whatever comes, the future will certainly be a challenge. If you and your organization want to seize that future first,

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Turning the Future into Revenue offers invaluable insight on what will happen next—and how to predict, shape, and profit from it.

Book Dimension  
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## 作者简介

Glen Hiemstra is the founder of Futurist.com; an internationally respected consultant; and a speaker to business, government, and professional associations. A former award-winning educator, he is a visiting scholar at the Human Interface Technology Lab at

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## 书籍目录

Acknowledgements. The Author. Introduction: The Future Creates the Present: Why You Should Care and How You Shape It. PART I: WHAT YOUR FUTURE WILL LOOK LIKE: 5 LONG TERM TRENDS AND HOW YOU CAN PROFIT OR PROTECT YOURSELF. Chapter 1. How to Profit from Demographic Tidal Shifts. Chapter 2. How to Profit from 5 Key Technology Trends. Chapter 3. How to Profit by Increasing the Knowledge Content of Your Product or Services. Chapter 4. How to Profit from the Next Energy Wave. PART II: HOW TO PREDICT THE FUTURE OF YOUR BUSINESS OR CAREER—AND PLAN FOR IT NOW ASSUMPTIONS FOR THE FUTURE. Chapter 5. Plan for the Future...but Hedge Your Bets. Chapter 6. Be Your Own Futurist and Focus Your Organization on the Future. Chapter 7. Ten Key Practices of the Future Oriented Enterprise. PART III: PREFERRED FUTURE PLANNING EXERCISES, TOOLS, AND ACTIVITIES PREFERRED FUTURE PLANNING OUTLINE. Chapter 8. Forecasting the Future—Activities for You and Your Enterprise. Chapter 9. Choosing a Direction—Activities for You and Your Enterprise. Chapter 10. Planning Activities for You and Your Enterprise. Chapter 11. Tailoring Your Career to the Future. PART IV: WHERE AMERICA IS FAILING THE FUTURE. Chapter 12. Environmental Imperatives. Chapter 13. The Great Divides. Chapter 14. A Vision for the 21st Century. References. Index.

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