

Information technology is transforming all aspects of business.

Innovation is not optional.

If your business doesn't adapt it will be left behind.

You need to know...



# The Future of Business

**The Future of Business 2008-2018 is a critical planning reference for all business executives.**

Preparing for these new challenges, and turning them into opportunities, demands executive knowledge, creativity and foresight.

The Future of Business 2008 - 2018 will stimulate innovation in your business by providing:

- ◆ Business clarity in a world of complex, fast moving technology trends.
- ◆ Deep insights into emerging and future opportunities.
- ◆ Access to hundreds of ideas, innovations and possibilities.

## Business Focused

Every prediction describes a business outcome. The report is organised into business themes such as supply chains, marketing, selling, servicing and managing people. A tightly written technology section allows you to quickly grasp the developments that matter, with the option to drill down to more detail. Information is centred on large businesses in the United States, United Kingdom and Australia, and is written in plain English, with a minimum of technical jargon.

## A Wealth of Insights

The report contains 500 predictions about how information technology will transform industry, organisations and work. Each prediction communicates, in a single sentence, a projected event, a timeframe, and a business context. Also included are 480 endnotes containing analysis, insights, up-to-the-minute examples, references, additional reading and online resources. This reference provides one comprehensive framework to cut through the millions of articles written on IT & business.

## Drives Innovation

This report takes you outside your normal boundaries to explore hundreds of different ideas, contexts, processes, businesses and industries - from agriculture to universities, reaching out to the long-term possibilities your competitors are not already thinking about. It goes beyond the front-end innovations relating to customers to cover 'back office' themes such as asset management, supply-chains and staff retention.

## Meticulously Researched

The Future of Business 2008 - 2018 draws on over 800 one-on-one interviews with computer scientists, IT practitioners, researchers, business executives, policy-makers and technology leaders, with a review of over 2,000 secondary sources. It provides evidence based analysis; all predictions have a basis in an existing technology or R & D program.

See over for details about ordering.



## Who Should Buy It

All senior business executives, including CEOs, CFOs, General Managers, Directors, department heads, innovation managers, corporate strategists, CIOs and product managers. Government executives and policy makers. Managers in technology companies and R&D organisations with responsibilities for developing new market opportunities.

## Why you need the Future of Business 2008-2018

It can take months, and sometimes years, to change the direction of a large organisation. Early response to just one of the predictions described in The Future of Business 2008 - 2018 may generate hundreds of millions in new revenues in five years time - or it could buy enough time to avoid a commercial disaster.

## Start Future Proofing your Business Today

The Future of Business 2008 - 2018 can be purchased as a single hardcover edition, or as part of a comprehensive multi-user Platinum Leadership Package.

## Platinum Leadership Package

It is not just innovative thinking but the ability to act that counts. To engage your entire executive team, involve Dr McCabe directly in developing your ideas, and receive cutting-edge analysis of the technology and business innovations that matter through the year, purchase the comprehensive Platinum Leadership Package and receive:

- ◆ **The Future of Business 2008 – 2018 20-user license.**  
An electronic copy of The Future of Business 2008 - 2018 is delivered directly to your inbox, with a license for immediate distribution to 20 executives within your organisation. As well as providing value to the entire executive team, the PDF format provides quick navigation and search, and contains live hyperlinks to all online references and resources.
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### Dr Bruce McCabe

Founder and Managing Director of S2 Intelligence.

Bruce McCabe is a global thought-leader in technology and business innovation. He has conducted pioneering research into emerging information technologies and their application in business since 1995.

Based in Sydney, his independent analysis has informed 90 of Australia's top 100 companies and all State and Federal governments.

He is a prolific writer and his comments on the future of business appear weekly in the news media. Bruce has a PhD in Computer Science and is a Research Fellow at the University of Technology, Sydney.

## The Future of Business 2008-2018

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