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AGAIN.; FROM PHILOSOPHY TO PRACTICE; IDEA GREENHOUSE:  
STRUCTURE; BUILDING "TO TOLERANCE"; THE 5 PERCENT RULE; R3OI;  
"DO DILIGENCE"; A CULTURE OF FUTURISTS; THE IDEA GREENHOUSE  
LEGACY; Conclusion  
Part Four: What's Next ToolkitThe Futurist's Mind-set; DROP  
ASSUMPTIONS AND AGENDAS; PRACTICE CURIOSITY AND COURAGE;  
SAVE "HOW" FOR LAST; BE COMFORTABLE WITH AMBIGUITY; SUSPEND  
JUDGMENT; Overcoming Resistance to Change; FINDING FAULT  
(BLAME); ARGUING WITH REALITY (DENIAL); NEEDING TO KNOW THE  
ANSWER (FEAR); FOCUSING ON BUSYNESS (AVOIDANCE); WHINING  
(INACTION); FEELING STUCK (RESIGNATION); Notes; Acknowledgments;  
About the Author; Index

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## Sommario/riassunto

Push past resistance to discover and own new business territories Think  
Like a Futurist shows how to track changes, explore questions, and  
engage in new thinking that connects today's pressures with  
tomorrow's realities. Cecily Sommers shows how to apply long-term  
focus and strategies to needs as diverse as industry forecasts,  
innovation challenges, leadership development, or future-proofing a  
brand. By understanding intersecting potentials that one day may  
impact your organization, you can readily spot emerging trends and  
market shifts, uncovering opportunities on the horizon.

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