CONTENTS

Introduction

"Hello, Are You Lost?" 1

1

The Instructions 13
A Futurist's Playbook for Every Organization

2

When Cars Fly 41

Understanding the Difference Between Trend and Trendy

3

Survive and Thrive, or Die 71

How Trends Affect Companies

4

Finding the Fringe 93
Seek Out the Unusual Suspects

Signals Matter 133
Uncovering Hidden Patterns

6

The "Uber for X" Trend 163

Ask the Right Questions

7

Is It Really Awesome? 195
Know When the Timing Is Right

8

If This, Then That 213

A Formula for Action

9

Greetings, Robot Overlords 233

Pressure-Testing Your Strategy

10

Reverse-Engineering the Future 261

Glossary of Concepts and Terms 285

Acknowledgments 289

Notes 293

Index 311