



GABALs großer Methodenkoffer Zukunft: Grundlagen und Trends (Whitebooks) (German Edition)

Walter Simon

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GABALs großer Methodenkoffer Zukunft

Die meisten Zukunftsbücher beschreiben ein ausgesuchtes Set an Zukünften oder stellen spezielle Zukunftserkundungsinstrumente vor. Der zweibändige Zukunftskoffer von Walter Simon unterscheidet sich hiervon, indem er viele Aspekte der Zukunftsschau unter einem Schirm bündelt. Prof. Walter Simon widmet sich seit einigen Jahren jenseits der Future-Marktschreierei den Fragen der Zukunftsforschung und gibt fundierte Antworten auf grundlegende Fragen.

Ist die Zukunft vorhersehbar? Ist die Trendforschung noch im Trend? Ausführlich und kritisch setzt sich der Autor mit der Trendforschung auseinander. Sein Fazit fällt negativ aus: Trendforschung ist nicht mehr im Trend. Das gilt ähnlich auch für die Zukunftsforschung, die nach Simons Meinung keine Zukunft mehr hat. Der Leser erfährt, dass man sein eigener Zukunftsforscher sein sollte, und das auch nur auf vertrautem Terrain.

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