



# **The Renaissance Society: How the Shift from Dream Society to the Age of Individual Control will Change the Way You Do Business**

*Rolf Jensen, Mika Aaltonen*

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**A BOLD NEW VISION FOR THE FUTURE OF BUSINESS, FROM THE BESTSELLING AUTHOR OF THE DREAM SOCIETY**

**THIS IS A BOOK ABOUT THE FUTURE.**

**Your future. Our future. The future of companies, the marketplace, and society.**

According to futurists Rolf Jensen and Mika Aaltonen, we are currently "between dreams." We've managed to achieve many of our material goals, only to face ever-growing global competition in an ever-slowng economy. Here's the good news: With the rise of social media and online resources, consumers are growing more powerful. Individuals are exploring more options. And smart businesses are discovering more ways to appeal to this powerful new community.

Welcome to *The Renaissance Society*. A world-class network of ordinary people who are changing the way companies and communities interact, they are the future--and they are us. This forward-thinking book guides you through tomorrow's hottest trends to help you:

- Make an emotional connection to your customers
- Create a value-driven company that engages your employees
- Adjust your business strategy for a flatter, global marketplace
- Reward individual expression and spark a tribal spirit
- Identify future trends to build long-term success

Jensen and Aaltonen's razor-sharp predictions offer a much-needed heads-up--and a major head-start--for your future success. You'll explore revolutionary ways in which the individual's role will shift from consumer to creator--much like it did during the European Renaissance. You'll find out why learning will become the world's largest industry and how services will become the twenty-first century's biggest growth market. You'll see a powerful shift in the concept of ownership, the role of employees within a company, and the role of companies in society. Most important, you'll be able to turn these fascinating predictions into real-world opportunities for decades to come.

In *The Renaissance Society*, everybody matters. Each and every one of us has the power to reshape the future of our companies. To reignite the passion of our communities. And to restore our faith in ourselves, our dreams, and our limitless potential for growth.

**PRAISE FOR THE RENAISSANCE SOCIETY**

*"Jensen and Aaltonen have created a captivating portrait of tomorrow, one that inspires us to think of alternatives. Decision makers in all fields will find that this book provides powerful reasons to question their grasp of the present."* -- Riel Miller, Foresight Director, UNESCO

*"Mika and Rolf inspire our thinking and action with a book based on solid theory--and their vast experience working with leading international companies. It is a valuable reference for leaders in both business and politics."* -- DR. STEFAN BERGHEIM, DIRECTOR, CENTER FOR SOCIETAL PROGRESS, GERMANY

*"The Renaissance Society is a fascinating and highly readable guide to the future and the possibilities it holds. These are hard times for many people but this book helps to lift our sights and see the scope now emerging for a step change in human achievement."* -- Matthew Taylor, Chief Executive, Royal Society of Arts

#### **PRAISE FOR ROLF JENSEN'S THE DREAM SOCIETY**

*"Riveting."* -- Library Journal

*"Dramatic insights."* -- Atlanta Business Chronicle

*"Rolf Jensen is pointing the way to the future."* -- Harriet Rubin, author, **The Princess: Machiavelli for Women**

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Precisely why? Because this *The Renaissance Society: How the Shift from Dream Society to the Age of Individual Control will Change the Way You Do Business* is an unordinary book that the inside of the reserve waiting for you to snap that but latter it will zap you with the secret the idea inside. Reading this book next to it was fantastic author who write the book in such awesome way makes the content within easier to understand, entertaining way but still convey the meaning fully. So , it is good for you because of not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of benefits than the other book have such as help improving your proficiency and your critical thinking method. So , still want to hold up having that book? If I were being you I will go to the reserve store hurriedly.

#### **Michelle Labat:**

In this time globalization it is important to someone to get information. The information will make you to definitely understand the condition of the world. The condition of the world makes the information easier to share. You can find a lot of referrals to get information example: internet, classifieds, book, and soon. You can observe that now, a lot of publisher which print many kinds of book. Often the book that recommended to you is *The Renaissance Society: How the Shift from Dream Society to the Age of Individual Control will Change the Way You Do Business* this guide consist a lot of the information with the condition of this world now. This kind of book was represented how do the world has grown up. The language styles that writer use to explain it is easy to understand. Typically the writer made some investigation when he makes this book. Honestly, that is why this book suitable all of you.

#### **William Glover:**

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