



The Dream Society: How the Coming Shift from Information to Imagination Will Transform Your Business

By Rolf Jensen

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"The Dream Society . . . provides dramatic insights into how marketing will operate in the 21st century." Atlanta Business Chronicle

A fascinating look into the future of business, as featured in *Fast Company*

The future is uncertainthe world is constantly changing. While anything can happen, some things are far more likely than others. Rolf Jensen, internationally renowned futurist, provides readers with a tangible look at what the future will be like over the next 25 years.

By identifying what lies ahead, Jensen gives people the knowledge they need to make informed decisions and strategically align themselves to capitalize on the unknown future, a future Jensen calls "the Dream Society." This dream society is characterized by the commercialization of emotions.

In this provocative exploration, Jensen says that it will no longer be enough to produce a useful product. He shows that, for a product to be successful, its primary purpose will be the ability to fulfill an emotional need.

Those who understand the workings of this dream society will be the ones who create the new products, new markets, and new businesses that dominate the world of tomorrow.

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Editorial Review

From Library Journal

Jensen, director of the Copenhagen Institute for Future Studies, presents a riveting essay on the future demand for goods and services. He predicts that the present information-based society will evolve into a society that values the stories behind products and services. According to Jensen, these stories will fill the need for emotional wealth when material wealth has become commonplace. The demand for product stories will in turn increase the demand for imaginative storytellers who can artfully direct consumer emotions in a wealthy global culture where hard play replaces hard work. As wealth grows, so will the number of choices for consumer goods and emotional experiences. Jensen provides numerous current examples of an encroaching dream society, from paying premium prices for eggs from free-range chickens to the fantasy experience of video games. Well presented and organized, this is highly recommended for academic and corporate libraries. Robert L. Ballot Jr., Middletown P.L., RI

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From Booklist

Even though nearly 80 percent of the world's population is still without access to even a telephone, pundits have already begun to announce the end of the Information Age. Here, Jensen proclaims "the dream society." He heads the Copenhagen Institute for Future Studies, Europe's largest future-oriented think tank, and he documents humankind's evolution through four previous "techno-economic systems": hunter-gatherer, agricultural, industrial, and information. Two trends signal the transition to the dream society: information tasks are being automated and will be taken for granted, and emotion is becoming commercialized. The result, argues Jensen, is that consumers will no longer buy products but rather lifestyles and the "stories," experiences, and emotions products convey. Jensen sees six separate "emotional markets": adventure, love and friendship, care, self-identity, peace of mind, and beliefs or convictions. He details how the way business creates and sells products will be transformed. Jensen also sees major changes in the workplace, at home, and in relations between the rich and the developing nations; and he enthusiastically portrays the utopia he envisions. *David Rouse*

From the Back Cover

How Market Leaders from Disney to Nike Successfully Target Human Emotions and How Other Companies Can Join Them

The Dream Society reveals the future of business after the Information Age, a future in which the story *behind* the product will provide the competitive edge. It provides insights into the six major markets that target our basic emotional needs, and discusses how organizations from Disney and Nike to Rolex are supplying information to help consumers satisfy those needs. Thought-provoking and timely, it details the ways in which today's dream society trades on the exciting world of human potential and dreams and what organizations must do to keep from being left behind.

Praise for *The Dream Society*:

"A riveting essay on the demands for goods and services ... Well presented and organized, this is highly recommended for academic and corporate libraries."

Library Journal

"*The Dream Society* is a fresh new way to look at the future and at how businesses need to transform themselves in order to prosper in the 21st century."

Arnold Brown, Noted futurist, Weiner, Edrich, Brown, Inc.

"Stories have always been the key motivation in making a purchase, fixing a deal, and raising one's level of effectiveness in the world. In the future, leaders will have to become storytellers first and managers second. Rolf Jensen is pointing the way to the future."

Harriet Rubin, Author, *The Princessa: Machiavelli for Women*

Users Review

From reader reviews:

Jerry Linton:

What do you with regards to book? It is not important along? Or just adding material when you require something to explain what the ones you have problem? How about your extra time? Or are you busy particular person? If you don't have spare time to do others business, it is gives you the sense of being bored faster. And you have spare time? What did you do? Everybody has many questions above. They must answer that question due to the fact just their can do in which. It said that about reserve. Book is familiar on every person. Yes, it is proper. Because start from on kindergarten until university need this particular *The Dream Society: How the Coming Shift from Information to Imagination Will Transform Your Business* to read.

Millard Espinoza:

Why? Because this *The Dream Society: How the Coming Shift from Information to Imagination Will Transform Your Business* is an unordinary book that the inside of the book waiting for you to snap the item but latter it will jolt you with the secret that inside. Reading this book beside it was fantastic author who write the book in such incredible way makes the content interior easier to understand, entertaining way but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this anymore or you going to regret it. This phenomenal book will give you a lot of benefits than the other book get such as help improving your talent and your critical thinking approach. So , still want to delay having that book? If I were being you I will go to the reserve store hurriedly.

Tamiko Harmon:

Playing with family in the park, coming to see the sea world or hanging out with pals is thing that usually you might have done when you have spare time, after that why you don't try point that really opposite from that. One activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love *The Dream Society: How the Coming Shift from Information to Imagination Will Transform Your Business*, you are able to enjoy both. It is very good combination right, you still would like to miss it? What kind of hangout type is it? Oh can happen its mind hangout men. What? Still don't have it, oh come on its known as reading friends.

Barbara Robbins:

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