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The pace of change in the past two decades has been extraordinary and it has become much harder for businesses to anticipate the environment in which they will be operating not far down the line - how markets and marketing will change, how employees and consumers behaviour and attitudes will change. Patrick Dixon has been at the forefront of those who have identified the ways things are going and in this fourth edition of his highly acclaimed book he brings us right up to date on what the future holds - how things are becoming ever Faster , more Urban, more Tribal, more Universal, more Radical and more Ethical Click here for the author's website.

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