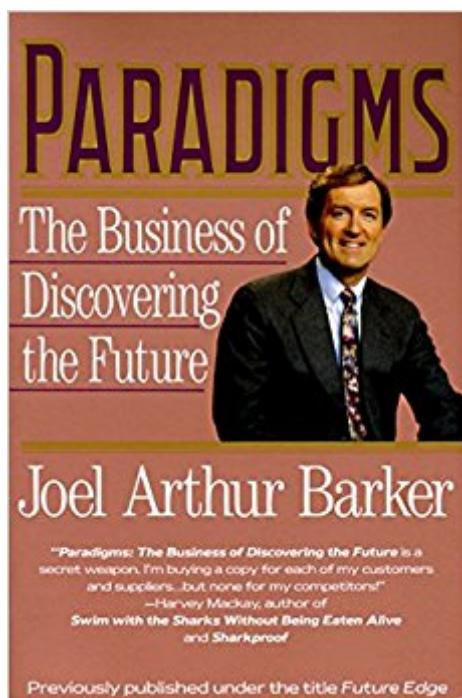


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# Paradigms: The Business Of Discovering The Future



## **Synopsis**

How would like to spot future trends before the competition? We all know the rules for success in our business or professions, yet we also know that these rules--paradigms--can change at any time. What Joel Barker does in *Paradigms: The Business of Discovering the Future* is explain how to spot paradigm shifts, how they unfold, and how to profit from them. Through the power of this method--paradigm spotting--you can: find the people in your organization most likely to spot a new trend; help your key people adept when a massive change is occurring; learn to effectively grapple with your "intractable problems" and improve your results incalculably. In addition, *Paradigms* is full of concrete examples of paradigm shifts and predictions for the future, and contains a new introduction detailing recent developments and pointing out areas to watch for paradigm shifts.

## **Book Information**

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## **Customer Reviews**

""*Paradigms: The Business of Discovering the Future*" is a secret weapon. I'm buying a copy for each of my customers and suppliers . . . but none for my competitors!"-- Harvey Mackay, author of "Swim with the Sharks Without Being Eaten Alive" and "Sharkproof""All about change and what it does for your business . . . Should have a prominent place on the desk of every business owner who intends to stay competitive.""--Entrepreneur""If you can figure out what changes are in store for the marketplace, you gain extraordinary leverage against your competition. How do you do it? Joel Barker advises.""-- Success""With *Paradigms*, Joel Barker continues his role as master teacher and

advisor to society's leaders. His insight can help people prepare for the future in these turbulent times."-- Larry Osterwise, Vice Preident, U.S. Market-Driven Quality Assessment, IBM

Joel Arthur Barker has been a teacher and advertising executive and has served as director of the Future Studies Department of the Science Museum of Minnesota. His corporate clients include IBM, Monsanto, AT&T, General Mills, U.S. Sprint, the Mayo Clinic, 3M, Motorola, and Digital Equipment Corporation.

I give this book 5-Stars for opening my eyes to a new way of thinking. It's not particularly well written, and these days all of its examples are over 20 years old. However, I continue to recommend it (and give copies to friends and acquaintances) because I haven't come across a better book that covers the same ground. Barker gives several definitions of a paradigm which all boil down to "a framework of rules within which problems are solved." It seems we humans solve problems by first creating a conceptual framework defining the problem is and then apply whatever problem-solving rules we consider to be most applicable to it. With the concept of a framework of rules in mind, imagine a major league baseball game. The batter has just hit a long ball and is passing second base on the way to third when the shortstop tackles him and wrestles him to the ground. If this happened in real life the YouTube video would go viral overnight. Why? Because it's so comical that a player would break such an unbreakable rule. No professional baseball player ever feels so desperate to stop a runner that he'd try to stop him that way. If it happened, it would strike us as hysterically funny. Barker's entire book addresses this propensity to put ourselves within a framework of rules -- a conceptual box he calls a paradigm -- and to solve all problems within those rules. The baseball example is funny, but with the first example in the book he describes the irony of how the Swiss watch industry went from owning 65% of the watch market to 10% in a dozen years because of the advent of the quartz watch. This wouldn't be ironic if it weren't for the fact that the Swiss had invented the quartz watch but never considered it anything but a toy. It seems that if you spend your entire life working on better escapements and finer jeweled bearings, the idea of controlling the accuracy with a crystal is as silly as the shortstop tackling the runner. One could wish that Mr. Barker would update his book for all of the paradigm shifts that have occurred in the last two decades, but since he hasn't done so I see this book as still relevant. I note that "other sellers" are selling it for as low as a penny (which translates to four dollars delivered), and it's certainly worth all of that.

Not what you think. Skip this book and go to read Thomas Kuhn the structure of Scientific Revolution. (all of Baker's work is based on that book) [https://en.wikipedia.org/wiki/Thomas\\_Kuhn](https://en.wikipedia.org/wiki/Thomas_Kuhn). <http://www..com/Structure-Scientific-Revolutions-Thomas-Kuhn/dp/0226458083>

This book came in as represented; in good condition. This is an excellent book for a business study, entrepreneur, or anyone interested in expanding their point of view. It is an abstract concept, at first, but it will allow you to review the world from a different angle. Highly recommend.

Barker has always had a way of shining new light on old habits to illuminate fresh perspectives and re-energize the road ahead. This book is not just a way to think "WOW!", but also a source of answers to "How do I Â¢Â?"

Great read. very informative

Appears to look at business success from a different approach than the older classic Trend Tracking. Not sure if it replace the older Trend Tracking methodology, but it adds somethings to think about.

Good book, was a requirement for a course but I enjoyed it.

This book is very helpful in getting know the summitlighthouse better.Thans

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