



# Listening to the Future: Why It's Everybody's Business

*Daniel W. Rasmus, Rob Salkowitz*

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*Listening to the Future: Why It's Everybody's Business* explores the challenges and opportunities facing organizations, the transformations that will ripple through the political, economic, and social environments, and the implications for different industries in the 21st century workplace. Written by Microsoft forecasters Daniel W. Rasmus and Rob Salkowitz, this important book equips your business to get out in front of new technology innovations in the consumer world with the knowledge, practices, and tools to differentiate your business in our competitive, fast-moving global economy.

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