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# Megatrends

**Ten New  
Directions  
Transforming  
Our Lives**

Updated  
Especially for this Edition!  
With a New Introduction

**John Naisbitt**

0-39-00015-8 \$19.95 (CAN.)



# **Megatrends**

**Ten New Directions  
Transforming Our Lives**

**John Naisbitt**



**WARNER BOOKS**

**A Warner Communications Company**

**WARNER BOOKS EDITION**

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**Cover design by Gene Light**

**Cover painting: "Becoming, Being, Passing Away" by Jakob Weder  
Represented by Ponova Gallery, Toronto**

**Author's photo by Linda Bartlett**

**Warner Books, Inc.,  
666 Fifth Avenue,  
New York, N.Y. 10103**

 **A Warner Communications Company**

**Printed in the United States of America**

**First Warner Paperback Printing: February, 1984**

**10 9 8 7 6 5 4 3 2 1**

## JOHN NAISBITT

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John Naisbitt is a social forecaster, speaker, and adviser to many of America's leading corporations. As publisher of *John Naisbitt's Trend Letter*, he has become the country's top authority on our nation's deeply rooted social, economic, political, and technological movements. He has counseled and advised AT&T, United Technologies, Control Data, Atlantic ~~Richfield~~, IBM, General Electric, and many ~~other~~ companies and institutions.

He is chairman of the Naisbitt Group, a Washington, D.C.-based research and consulting firm. An entrepreneur since 1968, he previously had worked for IBM, Eastman ~~Kodak~~, and the White House. He is a director of the CRS Group of Houston and the public director of the American Institute of Architects.

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**—Dallas Times Herald**



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## Acknowledgments

While I have taken a number of years to synthesize the ideas in this book, they would never have gotten between two covers without the help of friends and associates. Among the first to be acknowledged are my colleagues, past and present, at The Naisbitt Group who daily monitor events in every corner of this society, especially my close associate and friend Jeffrey Hallett, president of our group, who ran our company during the year that I was preoccupied with this book and whose counsel and guidance have been invaluable. To my colleagues of The Foresight Group in Sweden, Gustaf Delin, Sven Atterhed, and Lennart Boksjö, I am indebted for helping me think through many of the basic ideas in the book, both in a U.S. and Swedish context. David MacMichael, with whom I have had many discussions and who read and commented on the entire manuscript, has given much wise counsel and historical perspective. I am also indebted to a number of people who read various parts of the manuscript for their valuable comments and contributions: Marilyn Ferguson, Elsa Porter

and Hink Porter, Debbie Cameron, Carolyn Long, Lynn Pounian, Joan Tapper, Stephen Arbeit, Neal Martineau, Susan Davis, and Wilford Lewis. I also owe a large debt to my clients who have helped shape many of the ideas expressed in this book. Esperance Moscatelli is to be especially thanked for her virtually faultless typing and retyping of the manuscript. My researcher, Gavin Clabaugh, has brought to bear throughout the project a calm, thoughtful, persistent, and gifted approach to finding what we needed and making the necessary connections among the ideas. I must also acknowledge the important work of my son, Jim Naisbitt, who did much of the early research on this book, until he went off to law school. I am grateful to my literary agent, Raphael Sagalyn, who got me organized more than once and has been unfailing in his warm support of this work. Thanks are due also to my Warner Books editor, Nansey Neiman, a real professional with a steady hand, a warm heart, and a wonderfully sunny spirit. And lastly, and most importantly, this book is dedicated to my beautiful wife, Patricia Aburdene, without whom it would never have been written. She has been my collaborator in every phase of its development from conception through its numerous drafts. The final responsibility for what is in the book is mine, but we shared in its creation.

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## Introduction

Since the publication of *Megatrends* in October 1982, I have noticed an important shift in the public perception. I call this change, *the end of denial*. For years we have denied that our industrial base was eroding steadily, even though it was happening right before our eyes. Our inability to see, however, and our penchant for denying even what we saw, were only natural, for the truth was too painful, too threatening. Because our industrial economy had served us so well for so long, its demise was—for many of us—unthinkable.

But slowly our blind devotion to industrial America began to give way to a growing sense of the new economy. *Forbes* Magazine was perhaps the first bastion of conventional business thinking to break out of the old framework. In a long, excellent essay "The Molting of America" in the November 22, 1982 issue of *Forbes* by executive editor James Cook, Jim argued that the old industrial base was indeed fading away and that in its place a new information-electronics economy was