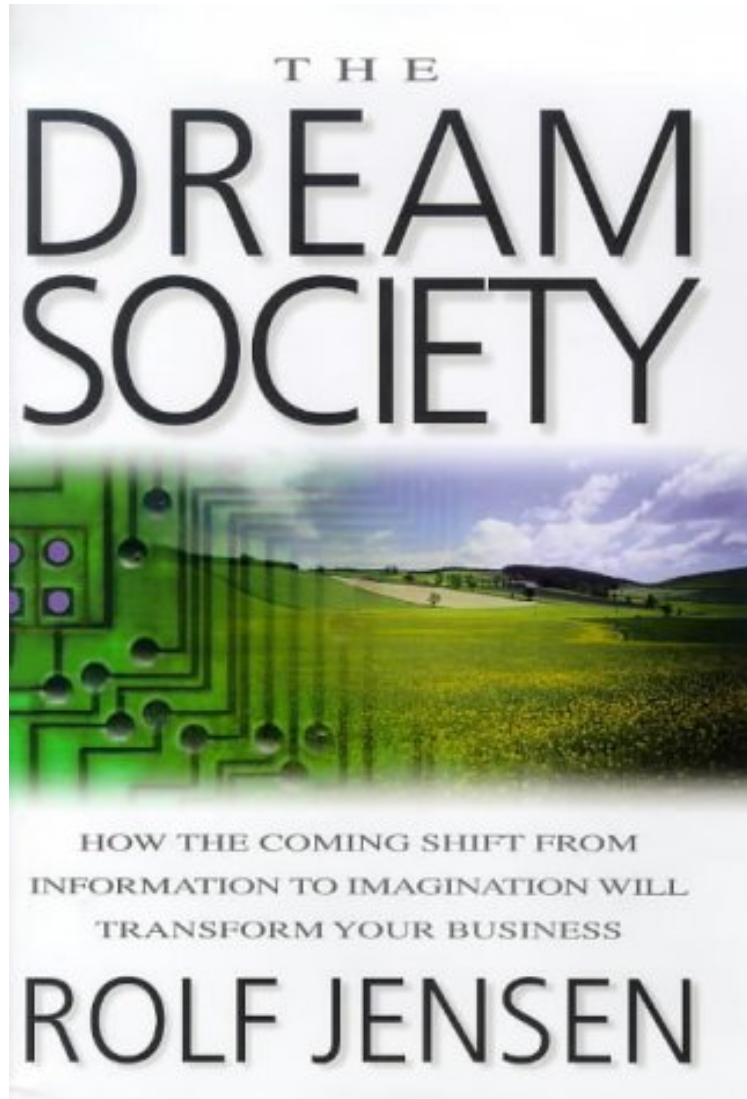


(Library ebook) The Dream Society

## The Dream Society

*Rolf Jensen*

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**Rolf Jensen : The Dream Society** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Dream Society:

1 of 1 people found the following review helpful. limited new insights  
By Jose Suerte  
Based on some of the other reviews, I was looking for a bit more insight on the concept of storytelling. Much of what is covered in this book is information covered in other books on Storytelling. Nevertheless, if you want an introduction to the storytelling as a better way to communicate this book is fine as a first read.  
9 of 10 people found the following review helpful. Makes sense and an easy read  
By Joe O'Keeffe  
The book is the result of 15 yrs work at the Copenhagen Institute for Future Studies. I bought it to read on my holiday but finished it two weeks beforehand! It made some really interesting

points:\* Man has been around for c.100,000yrs: 90,000 as hunter-gatherer, 10,000 as farmer, 200 in industry and maybe 30 in IT. This book provides a glimpse of what comes next!\* We will see a move from the rational to the emotional. `The successful companies of the twenty-first century...besides meeting the social and emotional needs of employees...will want to cater to consumers' emotional and social needs' [e.g. Shopping Malls as Theme Parks?].\* Current accounting methods measure `the company's capital at night...when all employees have gone home'. The author discusses Intellectual Capital: salary negotiations as establishing an employee's value as a company asset and the `real cost of layoffs...just as if tossing computers out the window would destroy physical capital, layoffs involve throwing away human capital. If we are talking top-quality computers with modern software this is a bad idea.\* In a concept that may have significant employee training and development implications, the author quotes Tom Peters: `Brand yourself' and believes that `the "branded" employee will triumph over the Brand X employee...increase awareness about your existence and skills...'15 of 18 people found the following review helpful. An interesting book about tomorrow - reality or fiction?By Henrik Helm (helm@pt.lu)Why do some people buy a watch at \$ 10.000, when you can get a much more precise one at \$ 10? Because time is not the essential thing - it's about dreams, lifestyles and adventure. Why is the automobile the "New Beetle" such a big success? Because it looks almost like the old one (apart from new technology). Why is the movie "Titanic" the greatest blockbuster of our time? Because it's a story about a ship, a journey into nostalgia, feelings and lifestyles of persons 87 years ago. Dreams, stories, lifestyles, feelings, adventure, nostalgia, care - you'll get all the questions and answers in this well-written and provocative book about the next 25 years in the affluent societies. It's difficult to find arguments against the many examples and facts in this amazing book. Just to mention two examples: according to the author, doctors will gradually be replaced by automation within the health care sector, but nurses will get their golden age because of the explosive need to provide for care in the coming years. And: "The story can be told with a whole range of products, the product themselves being secondary". This is the reason why people buy Marlboro, Nike, BMW, Rolex and other brands at a price many times the price for other more unknown products. There is always a story behind: adventure(Marlboro-man), lifestyle (Nike) or nostalgia (BMW-oldtimers). This well-structured book is not about utopia, it's about the changing patterns of our daily lives, and it's already happening...

How the shift from information to imagination will transform YOUR business. Futurist Rolf Jensen's intriguing and indispensable new guide, *The Dream Society*, shows you how to understand the marketplace of tomorrow and create the company of the future, developing products and services that appeal to hearts rather than heads. This blueprint for the successor to the Information society helps you explore our basic emotional needs —; for adventure, togetherness, to care and be cared for, to define ourselves, to feel safe and secure, to display our convictions —; and demonstrates that they are in themselves markets waiting to be served. You get vivid examples of companies such as Disney, Nike, and Rolex that understand those needs, and are profiting handsomely by meeting them. This is the guide that will help you think —; and act —; ahead of your competitors

From Library JournalJensen, 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. Balliot Jr., Middletown P.L., RICopyright 1999 Reed Business Information, Inc.From BooklistEven 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 RouseFrom the Back Cover"Businesses need to imagine their futures the way good novelists imagine their stories."shy;shy;Rolf Jensen, Director, The Copenhagen Institute for Future Studies What's the future of business after the Information Age? It won't be the latest technology or newest product, but the story behind the product that will provide the competitive

edge. The company with the best story wins; consumers will pay for the story that sparks the imagination, that reflects how we see ourselves and how we want others to see us. What are the most important raw materials of the twenty-first century? Stories that will translate information for consumers into accessible, emotional terms. As cookie-cutter products inundate the market, companies of the future will have to differentiate themselves from the competition by creating stories about who they are, what they stand for; stories that appeal to the heart of the consumer. Some of the world's most successful organizations; Disney, Nike, Rolex; have long recognized society's appetite for a good story. They have demonstrated the ability to satisfy that need by entertaining the consumer as well as providing information, and will reap the financial rewards well into the next century. These cutting-edge companies are ushering in the Dream Society, the era of storytellers. In *The Dream Society*, the intriguing new work by distinguished futurist Rolf Jensen, storytellers; those who create the culture and image of a company; will be the most generously rewarded leaders of tomorrow's organizations. We as a society need stories of success; of the will to achieve regardless of the cost; and we are willing to pay for them. *The Dream Society* profiles the six major markets that target our basic emotional needs. Those needs; for adventure, for togetherness, to care and be cared for, to define ourselves, to feel safe and secure, to demonstrate our convictions; form the foundation of the Dream Society. *The Dream Society* provides examples of successful companies that already understand those markets, and meet and profit from them. It emphasizes the necessity for all organizations to harness these markets so they can thrive in the future. Most important, it details how your company can be poised to take advantage of this coming market megatrend. As the Information Age has rendered much of yesterday's work obsolete through technology, *The Dream Society* offers us the limitless world of human potential and dreams. Clearly, the Dream Society as the future is already upon us; don't let your company be left behind.