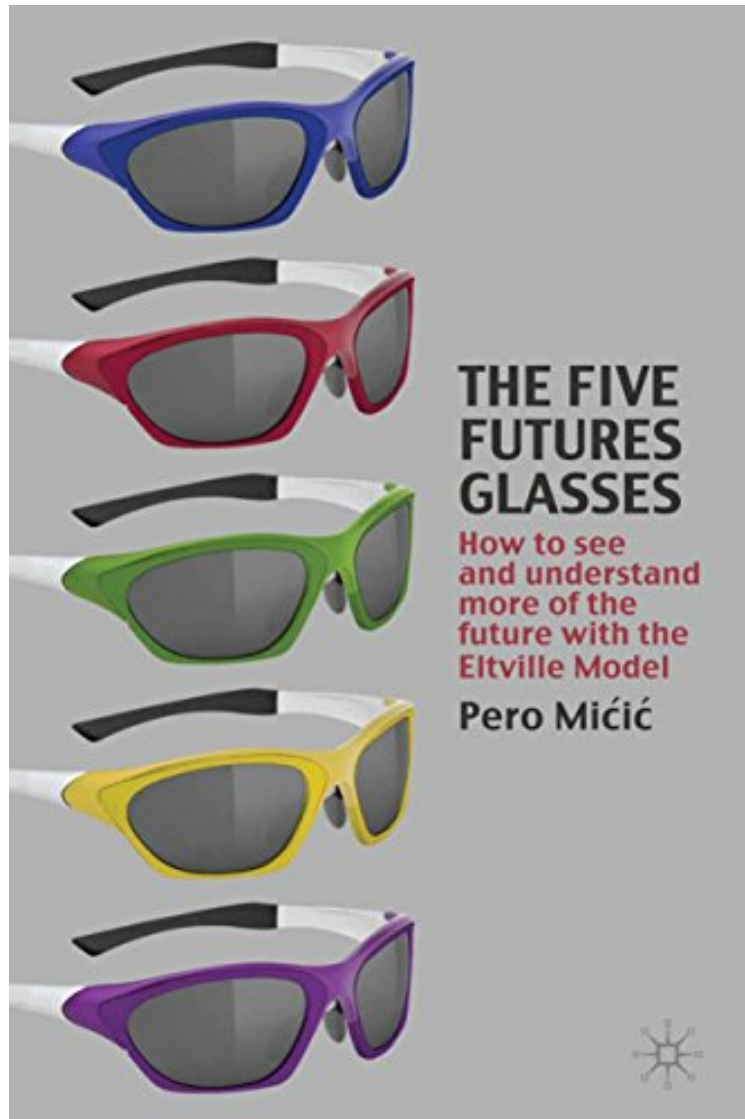


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The Five Futures Glasses: How to See and Understand More of the Future with the Eltville Model

P. Micic, Pero Mićić

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P. Micic, Pero Mićić : The Five Futures Glasses: How to See and Understand More of the Future with the Eltville Model before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Five Futures Glasses: How to See and Understand More of the Future with the Eltville Model:

2 of 2 people found the following review helpful. Most comprehensive foresight methodology By Peter Bishop The field of strategic foresight has lots of methods. What is rare, and perhaps unique, is an integrated approach that covers

the whole field. Fortunately, now we have one. Pero Micic has published the core findings from 20 years of research and practice in his new book, *The Five Futures Glasses: How to see and understand more of the future with the Eltville Model*. It's not perfect. What is? But it's a one of a kind that deserves a careful read by foresight professionals. So what's with the glasses? Pero created the glasses metaphor to describe the five sections of the Eltville Model where each section is a different way to look at the future--hence the glasses. The five ways and their appropriate colors are -

1. The BLUE futures glasses are for assumptions about the probable future of your environment.
2. The RED futures glasses are for possible surprises in your environment.
3. The GREEN futures glasses are for opportunities to create a better future.
4. The YELLOW futures glasses are for your vision of a desired future.
5. The VIOLET futures glasses are for your planned future and for your actions.

So it comes together as an integrated approach to the whole field. And I can tell you that Pero Micic is nothing, if not systematic--very systematic. So each of the five core chapters follows the same outline:- An overview of the perspective,- A few case studies to illustrate the perspective (Micic has accumulated many hundreds of cases in more than 20 years of practice.),- The purpose of the perspective,- Its core concepts,- Comments on its use,- And finally, a list of specific methodologies that one can use within that perspective. It's all there. Surprisingly, however, *The Five Futures Glasses* is not a cookbook. Each perspective is deeply conceptual, intellectually challenging, and accompanied with numerous tips and worksheets. It's dense--not a beach read or a how-to book with more white space than text. Every page is filled to the brim with new information. I know of no one book or even no one approach that covers the whole futures field as systematically and intelligently as the Eltville Model does. It is a singular contribution to our field that brings us one step closer to building a professional consensus on how we should approach the future. **A longer portion of this review appeared in *Compass*, the newsletter of the Association of Professional Futurists; and it is scheduled to appear in forthcoming issue of *Foresight*, an academic journal from Emerald.

0 of 0 people found the following review helpful. An elevated discussion about doing business with an eye on the future

By Rolf Dobelli
The future does not and never will exist, but people base many decisions on their conception of it. Futurist Dr. Pero Micic's book deals with the complexities of "future management" and "futures methodology." The first three chapters, where Micic lays out his elevated concepts, might be tough sledding, but from chapter four - where the author outlines his "five futures glasses" metaphor - his information becomes clearer and more applicable. *getAbstract* recommends this book and its helpful case studies to corporate directors, executives, private investors and all decision makers. Micic's original future analysis proves impressive and useful.

This is an inspiring, and practical book about seeing more of the future markets than the competitors. It is the first comprehensive model for analyzing and managing the future systematically and effectively. The five futures glasses and the 'Eltville Model' are simple, but thorough tools to improve thinking and communicating about the future.

'If leaders and managers are to learn anything from the years of crisis it is that they must develop future thinking skills. Based on Pero Micic's rigorous research and many years of experience, *The Five Futures Glasses* provides essential, exciting and effective ideas, techniques and tools for learning about the future in the present. This book is much needed!' - Jeff Gold, Professor of Organization Learning, Leeds Business School. 'I hope that this book will be available in Chinese very soon, for the millions of Chinese readers, who can greatly benefit from Pero Micic's unique and comprehensive way of managing the future.' - SK Liow, China Hair and Beauty Association. 'You need an integrated framework to process, digest and act on information about the future. The Eltville Model is the first really effective framework to do this.' - Richard C.M. Wong, Chairman of Vistage, Malaysia Singapore. Praise for German edition 'The Eltville Model, with the five futures glasses, is the most comprehensive and integrated model of strategy development using the perspectives and tools of strategic foresight that I know.' - Dr. Peter Bishop, Associate Professor of Strategic Foresight, University of Houston 'The Eltville Model is the most effective strategy development tool that we have used so far at Continental.' - Dr. Hartmut Wouml;hler, Continental 'This valuable system with the five futures glasses made sure we achieved very good results within a very short time.' - Dr. Georg Oenbrink, Degussa Evonik

About the Author
DR. PERO MICIC is a leading expert on future management and future markets and CEO of FutureManagementGroup AG, Eltville, Germany. Dr Micic studied Business and Future Studies in Germany, Great Britain and in the USA. He received his PhD from the Leeds Business School with a work on futures methodology. He is the author of five other books and numerous articles on future management and is a frequent speaker at events worldwide. Since 1991, Dr. Micic has been a consultant for many of the world's leading enterprises on issues of corporate foresight, future markets and practical implementation into strategic management. Dr. Micic is a founding member of the Association of professional Futurists, president of the advisory board of the European Futurists Conference in Lucerne and president of the Conference on Trend- and Future Management. His website is www.FutureManagementGroup.com (alternatively www.Micic.com)