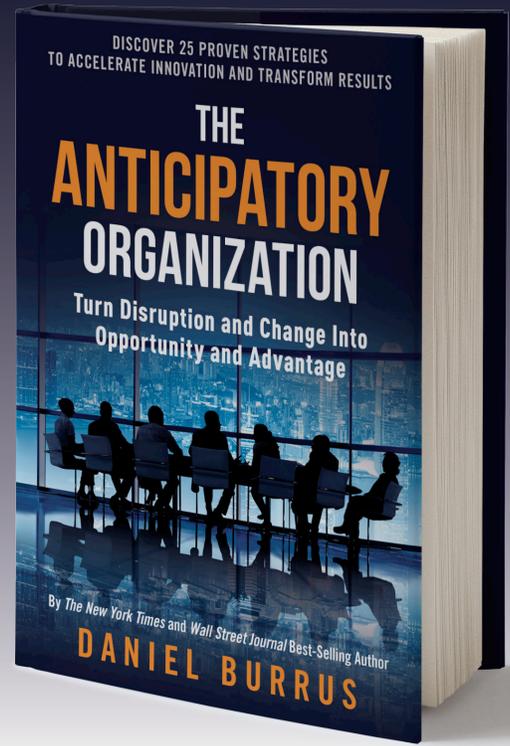


DANIEL BURRUS

THE ANTICIPATORY ORGANIZATION

Turn Disruption and Change into Opportunity and Advantage



Greenleaf Book Group Press 9781626344464

We've all heard the expression that the future holds only two certainties—death and taxes. Author Daniel Burrus, however, suggests the opposite. In *The Anticipatory Organization*, Burrus shows his readers that the future is far more certain than we realize—and knowing where to find certainty in an uncertain world provides a big advantage for those who know how and where to look.

Inspired by the dramatic results organizations obtain from his award winning video learning system of the same name, *The Anticipatory Organization* offers a comprehensive new way to identify game-changing opportunities. Using the principles of this unique model of thinking, planning, innovating, and taking action, readers will learn how to pinpoint and act upon the enormous opportunities of tomorrow by identifying a number of factors that help predict future events and planning accordingly.

Digital transformation has divided us all into two camps: the disruptor and the disrupted. *The Anticipatory Organization* gives readers the tools they need to make that choice, rather than waiting for others to make it for them.

MARKETING

National trade marketing and sales campaign

National broadcast and print publicity campaign (Burrus will need to confirm publicist)

Online marketing campaign to his one million plus followers including trade advertising

Advance distribution of Digital ARC via NetGalley to reviewers, bloggers, journalists, librarians, booksellers, and media

Comp Titles:

Exponential Organizations by Salim Ismail ISBN: 9781626814233

Agile Innovation by Langdon Morris ISBN: 9781118954201

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Daniel Burrus is considered one of the World's Leading Futurists on Global Trends and Innovation. *The New York Times* has referred to him as one of the top three business gurus in the highest demand as a speaker.

He is a strategic advisor to executives from Fortune 500 companies, helping them to develop game-changing strategies based on his proven methodologies for capitalizing on technology innovations and their future impact. He is the author of six books, including *New York Times* and *Wall Street Journal* bestseller *Flash Foresight*, as well as the highly acclaimed *Technotrends*.

Author Hometown: San Diego, CA