

A buffet of breakthrough thinking  
from the world of futurism,  
brought to you in bite sized chunks.

A pocket-pack of mental Smarties.  
Fun to read, easy to digest.

A cute pink babysteps handbook of  
strategic foresight to inspire your  
journey into the 21st Century.



# FOOTPRINTS OF THE *FUTURE*

**RICHARD NEVILLE'S**  
HANDBOOK FOR THE THIRD MILLENNIUM

the *future*  
can no  
longer be  
taken for  
granted.

it needs  
to be  
r e s c u e d .

The citizens of the world's richest economy  
suffer the world's highest rates of clinical depression.

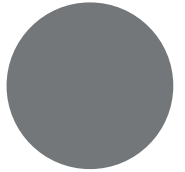
The world inches towards sanity,  
as it hovers on the brink of  
breakdown

The more triumphant the march of globalisation,  
the more it kicks up its own backlash.

The globalisation of commerce (fast food, CNN) is exceeding the  
globalisation of consciousness (World Court, Kyoto, arms reductions).

In kindergarten we're taught  
to co-operate. In business  
school we're taught to rip out  
each other's hearts.

Children need to be seen and known,  
rather than scheduled or psychologised.  
But who connects to the core selves of our children:  
mothers, fathers or the enveloping world  
of junk culture?

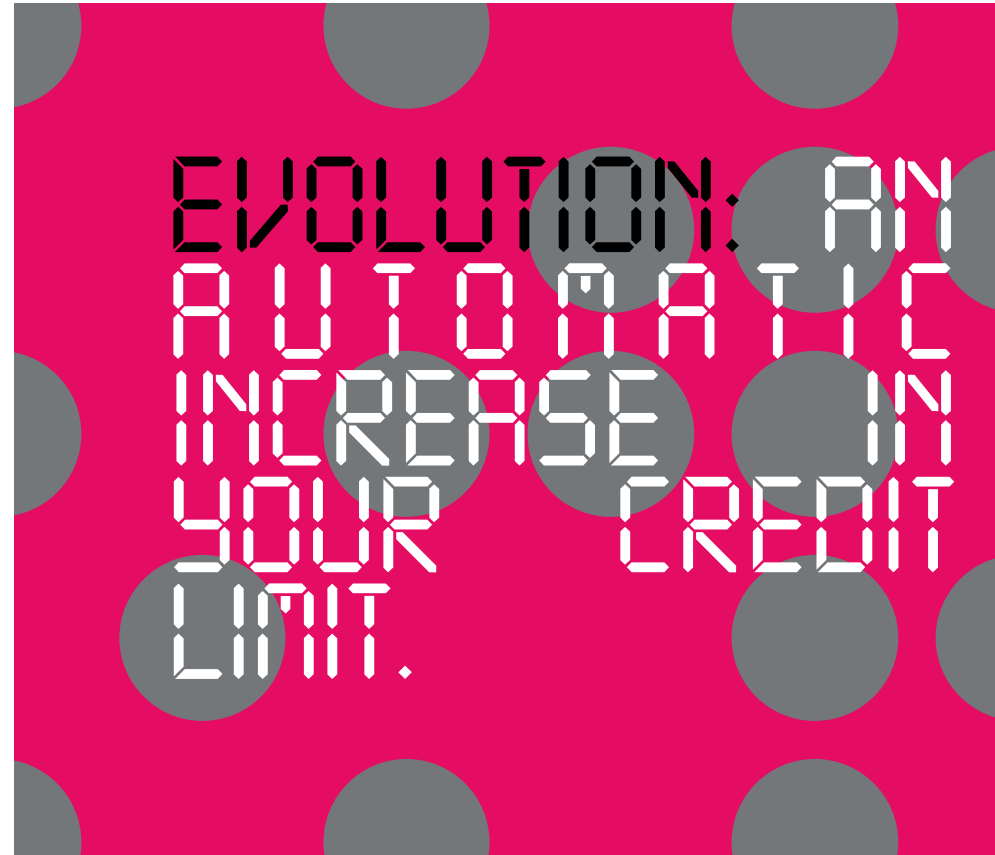


Vanishing Boundaries (1)  
childhood & adulthood  
left wing & right wing  
East & West  
wholesale & retail.

The disappearance of time means that the shelf life of management knowledge is down to a year, and shrinking. **The impact of globalisation is not only on the globe we inhabit, it is on the globe between our ears.** If you're not a bit schizophrenic, you don't know what's going on.

***You can't  
cost-cut your way  
to a sustainable  
future.***

We are caught  
between our trust  
in technology,  
and our trust in nature.



# GENETICS IS A REVOLT AGAINST DEATH.

*But not against poverty. When the rich genetically engineer their kids to be smart, it will create another layer of oppression.*

**Conflicts in the distant future will be biological battles fought between different conceptions of what it means to be human.**

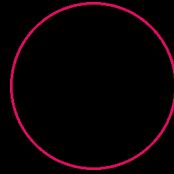
The data stored in our brain as units of memory will be transferred to a computer and downloaded to another brain, extending our life beyond bodily death.

Putting a peanut gene into a lettuce has an ethical dimension. How do you protect those who are allergic to peanuts?

**Ethical terror at Enron destroyed thousands of futures.**


ALL IT WILL TAKE TO RENDER THE  
RED PLANET COOL, APPARENTLY,  
IS THE PLANTING OF SHADY,  
GENETICALLY ENGINEERED TREES.  
INTER-STELLAR BACKPACKING WILL  
BLOOM, AS OUR "SURPLUS  
POPULATIONS" ARE TRANSPLANTED,  
ALLOWING THE ECO WOUNDS OF THE  
EARTH TO MEND. HOWEVER, OTHER  
WOUNDS WILL BE INFLICTED BY THE  
MASSIVE EXTRACTION  
OF RESOURCES REQUIRED  
FOR SUCH AN ADVENTURE

Instead of paying millions of people to keep on doing what they're doing,  
a way must be found to pay them to stop.



Virtual reality is the tangible  
replication of a world that has  
been with us all our life – **in  
our imagination, in literature  
and dreams** – but it costs a  
bomb.

Foreplay followed by coitus is a routine as dated as  
the rumba. **Future pleasures will colonise the whole  
body**, expand into cyberspace, download from a  
storehouse of digitised sensations and draw on a  
range of fleshy electro accessories which  
**stimulate every nerve.**  
**THE TYRANNY OF THE GENITALS IS OVER.**



You  
are  
what  
you desire.

## WHERE TO FIND THE FUTURE

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