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Rolf Jensen, Mika Aaltonen


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THE RENAISSANCE SOCIETY



HOW THE SHIFT FROM DREAM SOCIETY
TO THE AGE OF INDIVIDUAL CONTROL
WILL CHANGE THE WAY YOU DO BUSINESS

ROLF JENSEN
BESTSELLING AUTHOR OF *THE DREAM SOCIETY*
AND **MIKA AALTONEN**

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Rolf Jensen, Mika Aaltonen : The Renaissance Society: How the Shift from Dream Society to the Age of Individual Control will Change the Way You Do Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Renaissance Society: How the Shift from Dream Society to the Age of Individual Control will Change the Way You Do Business:

2 of 4 people found the following review helpful. Finally the long awaited update of "The Dream Society" has

come! By Bruno Sfogliarini This new book by Rolf Jensen and Mika Aaltonen represents a milestone in the journey to unveil our future. It takes ground from the previous fundamental work by Jensen alone, "The Dream Society", that in 1999 together with "The Experience Economy" by Pine Gilmore, foresaw the evolution from the services economy to the current experience-based one. "The Renaissance Society" develops three potential future scenarios, out of which the one that gives name to the book is clearly the most intriguing and full of hope for our sons. A must read for any professional forecaster or futurologist and a worthy addition to everybody's cultural background. 8 of 9 people found the following review helpful. Back to the future with Rolf Jensen and Mika Aaltonen By Klaus B Rolf Jensen gave us the bestseller The Dream Society from 1999 (re-issued now). The message is that we as consumers are buying stories first, second products. Now he is back together with the noted futurist Mika Aaltonen from Finland. What is the message this time? A second renaissance is coming to us in the West. We don't trust big national institutions any more. (Supported by reliable figures to prove it). The internet and social media has created a horizontal dialogue never seen before in history. On top of that we are experiencing a third industrial revolution. The authors suggest an intriguing parallel to the first renaissance and conclude that the top-down hierarchy will disappear - more or less. A radical societal transformation is ahead of us. Major organizations will have to adapt and join the horizontal dialogue or become irrelevant. Can we believe such a radically different future? It is a must-read for all of us, especially for big companies and it is a positive book with the individual as the hero. What a relief in these times of doom gloom. I am sure the authors are on the right track - this is the way of the future. A radical societal transformation? The old established institutions will fight back for sure. We can't be sure about the outcome, yet. But it is a must for business - read it before your strategy session. The language is engaging although the authors have done their homework and collected the relevant figures. Read it and be inspired. 1 of 2 people found the following review helpful. Fresh ideas for decision makers pondering the pressing problems in the contemporary era By Ruotsalainen Riku Our contemporary western societies are facing many serious problems, such as the risk of not being able to finance our public services as economic growth declines and the population becomes older. This book by Mika Aaltonen not only recognizes these pressing problems but highlights alternative pathways according to which our societies could, and perhaps should, be reorganized. I can support this book to all of us who are interested in the sustainability of our societies.

A BOLD NEW VISION FOR THE FUTURE OF BUSINESS, FROM THE BESTSELLING AUTHOR OF THE DREAM SOCIETY. THIS IS A BOOK ABOUT THE FUTURE. Your future. Our future. The future of companies, the marketplace, and society. According to futurists Rolf Jensen and Mika Aaltonen, we are currently "between dreams." We've managed to achieve many of our material goals, only to face ever-growing global competition in an ever-slowng economy. Here's the good news: With the rise of social media and online resources, consumers are growing more powerful. Individuals are exploring more options. And smart businesses are discovering more ways to appeal to this powerful new community. Welcome to The Renaissance Society. A world-class network of ordinary people who are changing the way companies and communities interact, they are the future--and they are us. This forward-thinking book guides you through tomorrow's hottest trends to help you: Make an emotional connection to your customers Create a value-driven company that engages your employees Adjust your business strategy for a flatter, global marketplace Reward individual expression and spark a tribal spirit Identify future trends to build long-term success Jensen and Aaltonen's razor-sharp predictions offer a much-needed headsup--and a major head-start--for your future success. You'll explore revolutionary ways in which the individual's role will shift from consumer to creator--much like it did during the European Renaissance. You'll find out why learning will become the world's largest industry and how services will become the twenty-first century's biggest growth market. You'll see a powerful shift in the concept of ownership, the role of employees within a company, and the role of companies in society. Most important, you'll be able to turn these fascinating predictions into real-world opportunities for decades to come. In The Renaissance Society, everybody matters. Each and every one of us has the power to reshape the future of our companies. To reignite the passion of our communities. And to restore our faith in ourselves, our dreams, and our limitless potential for growth. **PRAISE FOR THE RENAISSANCE SOCIETY** "Jensen and Aaltonen have created a captivating portrait of tomorrow, one that inspires us to think of alternatives. Decision makers in all fields will find that this book provides powerful reasons to question their grasp of the present." -- Riel Miller, Foresight Director, UNESCO "Mika and Rolf inspire our thinking and action with a book based on solid theory--and their vast experience working with leading international companies. It is a valuable reference for leaders in both business and politics." -- DR. STEFAN BERGHEIM, DIRECTOR, CENTER FOR SOCIETAL PROGRESS, GERMANY "The Renaissance Society is a fascinating and highly readable guide to the future and the possibilities it holds. These are hard times for many people but this book helps to lift our sights and see the scope now emerging for a step change in human achievement." -- Matthew Taylor, Chief Executive, Royal Society of Arts

"The ideas presented by Jensen and Aaltonen will appeal to fans of popular economics, business and political futurists, and those interested in alternative approaches to company building." Library Journal 20130828 About the Author Rolf Jensen is Chief Imagination Officer at Dream Company. He is also a bestselling author, lecturer, and advisor to major

international companies around the world. Mika Aaltonen is a research director at Aalto University in Finland, Fellow of the Royal Society of Arts in London, and CEO of Helsinki Sustainability Center.