



The Popcorn Report: Faith Popcorn on the Future of Your Company, Your World, Your Life

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Nobody has been more accurate about how to profit from the future than Faith Popcorn, who in her bestselling *The Popcorn Report* reports on what we'll buy, where we'll work, and what we'll think in the next decade. For the corporate manager and the owner of a "kitchen table" business alike, *The Popcorn Report* offers hundreds of ideas for new products to create, new businesses to start, and new markets to capture. Here, too, are the market waves that are beginning to dominate your personal and professional lives. Faith reveals how to chart the future's impact on your business, how to capitalize on the newest trends, and the ways in which emerging marketing techniques will revive the dying retail market. She also describes what impact these changes will have on your habits at work, at home, and at play. Here is every businessperson's chance to get the word on the future - now.

Faith Popcorn named and predicted the rise of Cocooning (the stay-at-home syndrome), the coming of the Decency Decade (the nineties), and the phenomenon of Cashing Out, where men and women leave the corporate rat race in search of a better quality life. She also foresaw the demand for fresh foods, home delivery, four-wheel drives and the failure of New Coke. Her company BrainReserve has a strictly blue-chip clientele, including American Express, USPS, Calvert Group, Campbell's Soup, Citigroup, Discovery Communications, Dunkin' Donuts, IBM, Johnson & Johnson, Kellogg's, KFC, Mars, SC Johnson and Tylenol.

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