

# Cimb Securities Trendspotter Indonesia

## Selasa 27 Okt 2015

**Trendspotting-The Basics Sex, Love and Feminism in the Asia Pacific** Trading Places--SMEs in the Global Economy Fashion, Media, Promotion World Drug Report 2021 (Set of 5 Booklets) Far Eastern Economic Review Disrobed PATA Travel News The New Pioneers Trend-Driven Innovation Travel & Leisure Lamb Web 2.0: A Strategy Guide Art in America More Good Jobs So Yesterday Modernique Lonely Planet's Best in Travel 2020 Business International Money Report Index de Périodiques Canadiens Petit Collage The Innovation Expedition Dissertation Abstracts International Save Your Asks The Millennial Whisperer Healthusiasm QAnon and On Report of the International Narcotics Control Board for 2019 (Chinese language) Young China The New York Times Index Exploiting Chaos Performance Architecture Transformational HR Forecasting and Management of Technology Population 10 Billion First Comes Marriage The Times Index Pattern Recognition Lonely Planet's Best in Travel 2021 Human Competence

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*Population 10 Billion* Jan 29 2020 Before May 2011 the top demographics experts of the United Nations had suggested that world population would peak at 9.1 billion in 2100, and then fall to 8.5 billion people by 2150. In contrast, the 2011 revision suggested that 9.1 billion would be achieved much earlier, maybe by 2050 or before, and by 2100 there would be 10.1 billion of us. What's more, they implied that global human population might still be slightly rising in our total numbers a century from now. So what shall we do? Are there too many people on the planet? Is this the end of life as we know it? Distinguished geographer Professor Danny Dorling thinks we should not worry so much and that, whatever impending doom may be around the corner, we will deal with it when it comes. In a series of fascinating chapters he charts the rise of the human race from its origins to its end-point of population 10 billion. Thus he shows that while it took until about 1988 to reach 5

billion we reached 6 billion by 2000, 7 billion eleven years later and will reach 8 billion by 2025. By recording how we got here, Dorling is able to show us the key issues that we face in the coming decades: how we will deal with scarcity of resources; how our cities will grow and become more female; why the change that we should really prepare for is the population decline that will occur after 10 billion. *Population 10 Billion* is a major work by one of the world's leading geographers and will change the way you think about the future. Packed full of counter-intuitive ideas and observations, this book is a tool kit to prepare for the future and to help us ask the right questions Dissertation Abstracts International Feb 09 2021 **So Yesterday** Sep 18 2021 Trend-spotter and fashion expert Hunter Braque must use all of his cool-hunting talents to find a big-money client who has mysteriously disappeared. *Pattern Recognition* Oct 27 2019 *Pattern Recognition* - a pulsating techno-thriller by

William Gibson, bestselling author of *Neuromancer* Cayce Pollard has been flown to London. She's a 'coolhunter' - her services for hire to global corporations desperate for certainty in a capricious and uncertain world. Now she's been offered a special project: track down the makers of the addictive online film that's lighting up the 'net. Hunting the source will take her to Tokyo and Moscow and put her in the sights of Japanese computer crazies and Russian Mafia men. She's up against those who want to control the film, to own it - who figure breaking the law is just another business strategy. The kind of people who relish turning the hunter into the hunted . . . William Gibson is a prophet and a satirist, a black comedian and an outstanding architect of cool. Readers of Neal Stephenson, Ray Bradbury and Iain M. Banks will love this book. *Pattern Recognition* is the first novel in the Blue Ant trilogy - read *Spook Country* and *Zero History* for more. 'A big novel, full of bold ideas . . . races along like an expert thriller' *GQ* 'Dangerously hip. Its dialogue and characterization will amaze you. A wonderfully detailed, reckless journey of espionage and lies' *USA Today* 'A compelling, humane story with a sympathetic heroine searching for meaning and consolation in a post-everything world' *Daily Telegraph* *Idoru* is a gripping techno-thriller by William Gibson, bestselling author of *Neuromancer* 'Fast, witty and cleverly politicized' *Guardian*

**Young China** Aug 06 2020 *The Wall Street Journal*: "Engrossing...[Dychtwald] writes with an infectious energy." *The Washington Post*: "Enlightening...we learn that Chinese millennials, unlike their jaded American counterparts, are still dreamers and strivers, and have faith that they can achieve their dreams." *Christian Science Monitor*: "Fascinating... a remarkably revealing portrait of China's youngest generations." Randall Stross, author of *Bulls in the China Shop and Other Sino-American Business Encounters*: "A rarity among books about China: *Young China* is a fun read." Elizabeth Economy, C.V. Starr Senior Fellow and Director for Asia Studies at the Council on Foreign Relations: "An engaging read for anyone looking for an introduction to contemporary Chinese culture and society." The author, in his twenties, who is fluent in Chinese,

examines the future of China through the lens of the Jiu Ling Hou—the generation born after 1990. A close up look at the Chinese generation born after 1990 exploring through personal encounters how young Chinese feel about everything from money and sex, to their government, the West, and China's shifting role in the world--not to mention their love affair with food, karaoke, and travel. Set primarily in the Eastern 2nd tier city of Suzhou and the budding Western metropolis of Chengdu, the book charts the touchstone issues this young generation faces. From single-child pressure, to test taking madness and the frenzy to buy an apartment as a prerequisite to marriage, from one-night-stands to an evolving understanding of family, *Young China* offers a fascinating portrait of the generation who will define what it means to be Chinese in the modern era. Zak Dychtwald was twenty when he first landed in China. He spent years deeply immersed in the culture, learning the language and hanging out with his peers, in apartment shares and hostels, on long train rides and over endless restaurant meals. *Fashion, Media, Promotion* Sep 30 2022 In *Fashion, Media, Promotion*: the new black magic Fashion is linked to its communication networks - involving thereader in the process of selling Fashion in the global marketplace. Fashion's ingenuity in adapting to new means of promotion fordigital and print media, websites, advertising, cinema, music andtelevision, is celebrated. Hollywood's role in shaping Fashion's influence is assessedthrough Audrey Hepburn's persuasive iconography and the impact ofthe most watched movie of the 20th century: *Gone with the Wind*. Exceptional designers Coco Chanel, Christian Dior, ReiKawakubo, Mary Quant, Elsa Schiaparelli, Vivienne Westwood areconsidered, together with extraordinary innovators Paul Smith,Vidal Sassoon, Lynne Franks. Roland Barthes' *Fashion System* andMythologies are viewed as cultural and promotional texts,with revealing insights into the technologies which bring Fashion to mass audiences. Marketing and branding successes are reviewed and Fashion'scontinuing narrative is illustrated with luminous colourimages.

[The New York Times Index](#) Jul 05 2020

*The Times Index* Nov 28 2019 Indexes the Times

and its supplements.

**Disrobed** Jun 27 2022 We may not often think of our clothes as having a function beyond covering our naked bodies and keeping us a little safer from the elements. But to discount the enormous influence of clothing on anything from economic cycles to the future of water scarcity is to ignore the greater meaning of the garments we put on our backs. *Disrobed* vividly considers the role that clothing plays in everything from natural disasters to climate change to terrorism to geopolitics to agribusiness. Chapter by chapter, Tang takes the reader on an unusual journey, telling stories and asking questions that most consumers have never considered about their clothing. Why do banker's wives sell off their clothes and how does that presage a recession? How is clothing linked to ethanol and starvation on the African continent? Could RFID in clothing save the lives of millions of people in earthquakes around the world? This book takes an everyday item and considers it in a way that readers may not have previously thought possible. It tackles topics relevant to today, everything from fakes in the museums to farm-to-table eating, and answers questions about how we can anticipate and change our world in areas as far-reaching as the environment, politics, and the clash of civilizations occurring between countries. Much like other pop economics books have done before, the stories are easily retold in water-cooler style, allowing them to be thoughtfully considered, argued, and discussed.

**Exploiting Chaos** Jun 03 2020 The hottest trend spotter in North America reveals powerful strategies for thriving in any economic climate. The ultimate business survival guide for all those looking to change the world.

Report of the International Narcotics Control Board for 2019 (Chinese language) Sep 06 2020 This annual report prepared by The Board provides a comprehensive account of the global drug situation, analyses trends in drug abuse and drug trafficking and suggests necessary remedial action. Divided into four parts, it covers the following topics: drugs and corruption, functioning of the international drug control system, analysis of the world situation and finally, a set of recommendations to governments, the United Nations and other

relevant international and regional organizations. A set of Annexes follows.

**First Comes Marriage** Dec 30 2019 BONUS: This edition contains an excerpt from Mary Balogh's *The Secret Mistress*. Against the scandal and seduction of Regency England, New York Times bestselling author Mary Balogh introduces an extraordinary family—the fiery, sensual Huxtables. Vanessa is the second daughter, proud and daring, a young widow who has her own reason for pursuing the most eligible bachelor in London. One that has nothing to do with love. Or does it? The arrival of Elliott Wallace, the irresistibly eligible Viscount Lyngate, has thrown the country village of Throckbridge into a tizzy. Desperate to rescue her eldest sister from a loveless union, Vanessa Huxtable Dew offers herself instead. In need of a wife, Elliott takes the audacious widow up on her unconventional proposal while he pursues an urgent mission of his own. But a strange thing happens on the way to the wedding night. Two strangers with absolutely nothing in common can't keep their hands off each other. Now, as intrigue swirls around a past secret—one with a stunning connection to the Huxtables—Elliott and Vanessa are uncovering the glorious pleasures of the marriage bed...and discovering that when it comes to wedded bliss, love can't be far behind.

**Trendspotting-The Basics** Jan 03 2023 If you're tired of paying so-called experts to tell you about how to capitalize on trends, then why not figure out how to do it on your own? When you learn the basics of trendspotting, you've taken a key step towards understanding how these can affect your business, your life, and our world. Rather than presenting an exhausting catalogue of individual trends or methods of trend analysis, this guidebook quickly gives you the tools you need to get out there and start spotting, including basic terminology, fundamental principles and tools, and methodology. You will learn how to • identify micro-, macro-, mega-, and gigatrends; • avoid the pitfalls that can make you over-interpret what you see; • determine how trends can and will interact with each other; and • apply the methodologies that will work best for you. Trendspotting can be fun as well as profitable. Coming in contact with different cultures and

ideas gives you the opportunity to celebrate the weirdness and beauty of the world; it offers you the chance to challenge your own worldview and preconceived notions. You too can go out into the wild world of trends, learning a variety of ways to live and work and love, and Trendspotting—The Basics can help you on the way.

**Travel & Leisure** Feb 21 2022

**The Millennial Whisperer** Dec 10 2020

Written by a leader for leaders, *The Millennial Whisperer* shares proven, profit-driven strategies for leading millennials in the workforce. The Millennial generation is the largest, most diverse generation in the history of the United States. They will make up 75 percent of the workforce by 2030. Unfortunately, Millennials made a poor first impression in the business world, developing the reputation of being lazy, entitled, selfish, and disloyal. The truth is, Millennials are no lazier or more entitled, selfish, or disloyal than any previous generation; they just grew up with different experiences than older generations and are motivated by different things. In *The Millennial Whisperer*, Chris Tuff puts into context the ways Millennials differ from previous generations and shares practical steps companies and leaders can take to immediately boost productivity without building an office full of ping pong tables, beer kegs, and participation trophies. Chris provides practical ways for leaders to build a corporate culture in which Millennials can thrive, establish effective rewards systems at lower cost, address disciplinary methods effectively, and more! Get ready to turn your conference room back into a conference room, bring the beer kegs home for your next birthday bash, and put the participation trophies in the trash where they belong.

*Forecasting and Management of Technology*

Mar 01 2020 Consistently practical in its coverage, the book discusses general issues related to forecasting and management; introduces a variety of methods, and shows how to apply these methods to significant issues in managing technological development. With numerous exhibits, case studies and exercises throughout, it requires only basic mathematics and includes a special technology forecasting TOOLKIT for the IBM and compatibles, along

with full instructions for installing and running the program.

*Performance Architecture* May 03 2020

*Performance ARCHITECTURE The Art and Science of Improving Organizations* is a hands-on guide to real world techniques for improving performance within the workplace. This important book explores the Human Performance Technology Landscape model that was presented in the bestselling book, the third edition of *Handbook of Performance Technology*. Framed by the Landscape model and supported by other proven models and tools, the book provides effective structures for anyone who needs to develop their performance improvement skills and knowledge and achieve results. A cutting-edge resource, this book draws on the experiences of the authors in combination with the work of notables in human performance technology, including Geary Rummier, Don Tosti, Judith Hale, Dale Brethower, Roger Kaufman, and many others. The authors identify and demonstrate how performance at three levels (worker: individual/team, work: process/practice, workplace: organization) impacts results in organizations. They also show how to scale performance improvement activities and apply them successfully to projects or initiatives of various sizes. "This is an excellent, practical guide to the field of Human Performance Technology, communicated in straightforward language. The authors have given a broad audience access to solid, research-based methods and tools for improving the performance of people at any and all levels of organizations." CARL BINDER, CPT, PhD, senior partner, Binder Riha Associates "Performance Architecture gives you concrete ideas about how to improve performance in the workplace. Adding it to your library is a must." JUDITH HALE, CPT, Ph.D., Hale Associates

**Human Competence** Aug 25 2019 What People Have Said About Human Competence: "Among the ideas bulging from this classic work: performance exemplars, potential for improving performance, behavior-accomplishment distinction, performance matrix, ACORN troubleshooting test, performance audits, states, Worth = Value - Cost, knowledge maps, mediators, and job aids. The great accomplishments Gilbert left behind will

continue to profit behavior analysis and performance improvement for a long, long time." --Ogden Lindsley, Behavior Research Company

"Human Competence is probably the most borrowed and least returned book in my library. It's good to have it in print more than once, so that I can keep replacing it, and rereading it for new insights from the original master of HPT." --Rob Foshay, TRO Learning, Inc. "Human Competence stands not only as a tribute to Tom's genius, but also as the best single source of ideas about performance technology. It is a 'must have' for anyone serious about changing the performance of individuals or organizations." --Dick Lincoln, Centers for Disease Control

*Save Your Asks* Jan 11 2021 *Save Your Asks* is the breakthrough guide to the new world of networking by helping people navigate the art and science of building mutually beneficial relationships in business.

*Modernique* Aug 18 2021 This is an irresistible guide for all who crave the elegance and ease of modern style combined with the warmth of tradition. For the countless readers who are eager to create a home with a modern look while still keeping treasured pieces, designer Julia Buckingham outlines how to mix old and new, and decodes what brings an interior to life. Her energetic approach has captured the media, and she has quickly become known for personality-driven rooms filled with color, style, and ease. In *Modernique*, readers will find both inspiration and design advice from a modern master.

**The Innovation Expedition** Mar 13 2021 First book that presents a visual toolkit for the front end of innovation.

*Business International Money Report* Jun 15 2021

*Art in America* Nov 20 2021

**Far Eastern Economic Review** Jul 29 2022

*Transformational HR* Apr 01 2020 Create lasting organizational success using this handbook for making an impact on strategy, organization design, people and performance.

*Petit Collage* Apr 13 2021 From the beloved design brand for nurseries, playrooms, and every space in between, *Petit Collage* shows you how to make 25 of their bestselling paper and wooden accessories for your home. Customize toy chests, create cheerful name plaques, build bunny clocks, and more, with artist and owner

Lorena Siminovich. Breaking down each project with simple, illustrated step-by-step instructions, Siminovich presents easy tips on how to personalize the *Petit Collage* signature style with your child's favorite colors and patterns. All you need are rubber stamps, paper, scissors, and the provided project templates to create a contemporary space filled with bright and distinctive décor. Whether you're looking for unique paper toys or vibrant namesake prints, *Petit Collage's* whimsical craft projects will inspire your children to put their little touch and big imagination into your family home.

*More Good Jobs* Oct 20 2021

**Lonely Planet's Best in Travel 2020** Jul 17 2021 This annual bestseller ranks the hottest countries, regions and cities for 2020, and reveals how well-planned, sustainable travel can be a force for good. Drawing on the knowledge and passion of *Lonely Planet's* staff, authors and online community, we present a year's worth of inspiration to take you out of the ordinary and into the unforgettable.

**Index de Périodiques Canadiens** May 15 2021

*Web 2.0: A Strategy Guide* Dec 22 2021 *Web 2.0* makes headlines, but how does it make money? This concise guide explains what's different about *Web 2.0* and how those differences can improve your company's bottom line. Whether you're an executive plotting the next move, a small business owner looking to expand, or an entrepreneur planning a startup, *Web 2.0: A Strategy Guide* illustrates through real-life examples how businesses, large and small, are creating new opportunities on today's *Web*. This book is about strategy. Rather than focus on the technology, the examples concentrate on its effect. You will learn that creating a *Web 2.0* business, or integrating *Web 2.0* strategies with your existing business, means creating places online where people like to come together to share what they think, see, and do. When people come together over the *Web*, the result can be much more than the sum of the parts. The customers themselves help build the site, as old-fashioned "word of mouth" becomes hypergrowth. *Web 2.0: A Strategy Guide* demonstrates the power of this new paradigm by examining how: Flickr, a classic user-driven business, created value for itself by helping users create their own value Google made

money with a model based on free search, and changed the rules for doing business on the Web-opening opportunities you can take advantage of Social network effects can support a business-ever wonder how FaceBook grew so quickly? Businesses like Amazon tap into the Web as a source of indirect revenue, using creative new approaches to monetize the investments they've made in the Web Written by Amy Shuen, an authority on Silicon Valley business models and innovation economics, Web 2.0: A Strategy Guide explains how to transform your business by looking at specific practices for integrating Web 2.0 with what you do. If you're executing business strategy and want to know how the Web is changing business, this book is for you.

**Healthusiasm** Nov 08 2020 The first book to offer a view on health trends over different sectors Combines social change with marketing expertise and innovation Written from a human perspective, consumer as well as patient In a world where technology can answer more and more of our needs, people are very conscious about pursuing strategies for happier and healthier lives. This book connects people's expectations of products, services, and experiences with their enthusiasm to live better lives and be the best version of themselves possible. This book challenges companies and brands to think about how to meet the needs of clients and respond to this trend in self-actualization and self-development.

**Sex, Love and Feminism in the Asia Pacific** Dec 02 2022 This book explores feminism, the women's movement and gender relations in the Asia Pacific region. Through a comparative analysis of ten countries, both Asian and Western, it examines important issues such as attitudes towards feminism, family relations, sex and same sex sexual relations, abortion rights, nudity and pornography.

**Trading Places--SMEs in the Global Economy** Nov 01 2022 There are 18 contributions in the book; all of whom are very highly regarded in the fields of entrepreneurship and international management. . . the book is well researched and edited. The book provides an excellent discussion on the importance of SMEs in the global economy. Through a number of different case study examples and discussion of various

elements of the internationalization process, this book provides an outstanding resource for the study of SMEs that operate in the international market. Vanessa Ratten, Journal of International Entrepreneurship This book is most timely. It arrives at a time when globalisation and new technologies present major opportunities and challenges to the role of the independent small and medium sized business in economies. . . The book s strength in dealing with many of the emerging issues is underpinned by a truly international range of contributors with a strong mix of practical as well as academic experience. From the preface by Allan Gibb, Professor Emeritus, Durham University, UK Lester Lloyd-Reason and Leigh Sear bring together leading researchers and thinkers in this critical guide to the ongoing, worldwide research shaping the role played by SMEs within today s global economy. The expert contributors contend that the past twenty years have seen an explosion in research into international SMEs, resulting in a considerable body of academic literature and thinking. This research, they argue, may merely serve to increase our lack of understanding in this area, and often results in myths and misconceptions upon which SME policies and support programmes have been developed and introduced. They go on to suggest that academic models are often poorly suited to the problems faced by SMEs within the international trading environment. In many instances, the contributors find SMEs at the vanguard of the challenge to accepted business practices: it is these challenges that underpin the text.

Illustrating that today s SMEs are faced with the critical issue of how to create and maintain a sustainable competitive advantage in light of the increased complexity of international trade and global business linkages, this Handbook will prove invaluable to both academics and practitioners involved in business and management and entrepreneurship.

**Lamb** Jan 23 2022 The birth of Jesus has been well chronicled, as have his glorious teachings, acts, and divine sacrifice after his thirtieth birthday. But no one knows about the early life of the Son of God, the missing years - except Biff, the Messiah's best bud, who has been resurrected to tell the story in this divinely hilarious, yet heartfelt work 'reminiscent of

Vonnegut and Douglas Adams' (Philadelphia Inquirer). Verily, the story Biff has to tell is a miraculous one, filled with remarkable journeys, magic, healings, kung fu, corpse reanimations, demons, and hot babes, Even the considerable wiles and devotion of the Saviour's pal may not be enough to divert Joshua from his tragic destiny. But there's no one who loves Josh more - except maybe 'Maggie,' Mary of Magdala - and Biff isn't about to let his extraordinary pal suffer and ascend without a fight.

World Drug Report 2021 (Set of 5 Booklets) Aug 30 2022 As in previous reports, the 2021 World Drug Report (WDR) aims to improve the understanding of the world's drug problem and to contribute towards fostering greater international cooperation for countering its impact on health, governance and security. Also, to the extent possible, the WDR contributes to the monitoring and reporting of SDGs. This edition includes an updated overview of recent trends on production, trafficking and consumption for non-medical purposes of key controlled substances. It further maintains a global overview of the baseline data and estimates on drug demand and supply and provides an analysis of the market for the different drugs.

Trend-Driven Innovation Mar 25 2022 Trend-Driven Innovation Beat accelerating customer expectations. Every business leader, entrepreneur, innovator, and marketer wants to know where customers are headed. The problem? The received wisdom on how to find out is wrong. In this startling new book, the team at TrendWatching share a powerful, counter-intuitive truth: to discover what people want next, stop looking at customers and start looking at businesses. That means learning how to draw powerful insights from the way leading brands and disruptive startups—from Apple to Uber, Chipotle to Patagonia—redefine customer expectations. Sharing the secrets that have led thousands of the world's most successful brands and agencies to rely on TrendWatching for over a decade, Trend-Driven Innovation is the book that will reconfigure your view of the business world forever. You'll learn: How to spot emerging trends using three crucial building blocks, and how to recognize the expectation gaps that herald opportunity. Why most

professionals focus on precisely the wrong trends and innovations, and how to avoid this. How to turn trends and insights into innovations that customers will love. Amid the endless change that defines today's business environment, opportunity is everywhere. Highly practical, and featuring real-world examples from around the world, Trend-Driven Innovation is the actionable, battle-tested manual that will enable you harness those opportunities time after time. Setting you up to build an organization that matters, products customers love, and campaigns people can't stop talking about.

QAnon and On Oct 08 2020 In QAnon and On, Guardian columnist Van Badham delves headfirst into the QAnon conspiracy theory, unpicking the why, how and who behind this century's most dangerous and far-fetched internet cult. From Gamergate to Pizzagate and beyond to QAnon, internet manipulation and disinformation campaigns have grown to a geopolitical scale and spilled into real life with devastating consequences, entangling everyone from politicians to Hollywood celebrities. But what would motivate followers to so forcefully avoid the facts and surrender instead to made-up stories designed to influence and control? It's a question that has haunted Van, herself a veteran of social media's relentless trolling wars. In this daring investigation, Van exposes some of the internet's most extreme communities to understand conspiracy cults from the inside. QAnon and On is the story of the modern internet, the farscape of political belief and a disinformation pipeline built between the two that poses an ongoing threat to democracy itself. Shocking and mesmerising in equal measure, this book will open our eyes to the dangers of partisan belief.

PATA Travel News May 27 2022

Lonely Planet's Best in Travel 2021 Sep 26 2019 This annual list ranks the planet (TM)'s must-visit countries, cities and regions for 2022. As we re-engage with the world with a new appreciation for what a privilege and responsibility travel is, Lonely Planet has drawn on the knowledge of our global community of experts to curate a collection of experiences that will inspire you to reconnect with the world. We also reveal how you can have a positive impact as you return to

the road, with practical advice that will help you to make sustainable travel choices, support local communities and celebrate inclusivity. Inside Best in Travel 2022 you will discover: A reflective view on travel in a post-pandemic world Lonely Planet (TM)s top 10 countries, cities and regions to visit in 2022 Inspiration and guidance for every destination to help travellers make it happen Expert advice on how to protect the areas you visit on your travels About Lonely Planet: Lonely Planet is a leading travel media company, providing both inspiring and trustworthy information for every kind of traveller since 1973. Over the past four decades, we've printed over 145 million guidebooks and phrasebooks for 120 languages, and grown a dedicated, passionate global community of travellers. You'll also find our content online, and in mobile apps, videos, 14 languages, armchair and lifestyle books, ebooks, and more, enabling you to explore every day.

**The New Pioneers** Apr 25 2022 New times create new needs - and new needs require new

solutions. The New Pioneers is a practical guide for capitalists and idealists on how to navigate in the new economic world order. It is about the social megatrends that are shaping our lives in new ways and creating a new face of capitalism. And it is about the pioneers that are paving the way for the new business revolution: this century's generation of visionary leaders, social entrepreneurs and social intrapreneurs. 'Hardcore business people are realising that they can increase their profits by incorporating social responsibility into their business, and heartcore idealists are realising that the use of market methods helps them meet their social goals successfully,' argues Tania Ellis. With a wide array of cases from all over the world Tania Ellis explains the key principles of sustainable business success. Read The New Pioneers to gain insight into the new rules that are paving the way for business unusual - for the benefit of humanity and the bottom line. Learn more about The New Pioneers and join the movement of sustainable businesses and social entrepreneurs at [www.thenewpioneers.biz](http://www.thenewpioneers.biz)