



Global Megatrends: Seven Patterns of Change Shaping Our Future

Stefan Hajkowitz

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A scarcity of natural resources. The challenge to protect biodiversity and the global climate. Rapid economic growth and urbanisation in Asia and the developing world. Changing demographics and an ageing population. The impact of new digital technologies. Consumer expectations for services, experiences and social interaction. An imperative to innovate.

Megatrends are gradual yet powerful trajectories of change that have the potential to throw companies, individuals and societies into freefall. In *Global Megatrends* author Stefan Hajkowitz identifies these seven patterns of global change and tells a story about how the world will change over the next 20 years.

The book captures the thinking of many dedicated scientists and researchers who have devoted their careers to exploring and understanding change. The change heralded by megatrends lies beyond our direct control but not beyond our influence. By getting a picture of how the world is changing and what these megatrends are, we can alter our destiny.

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