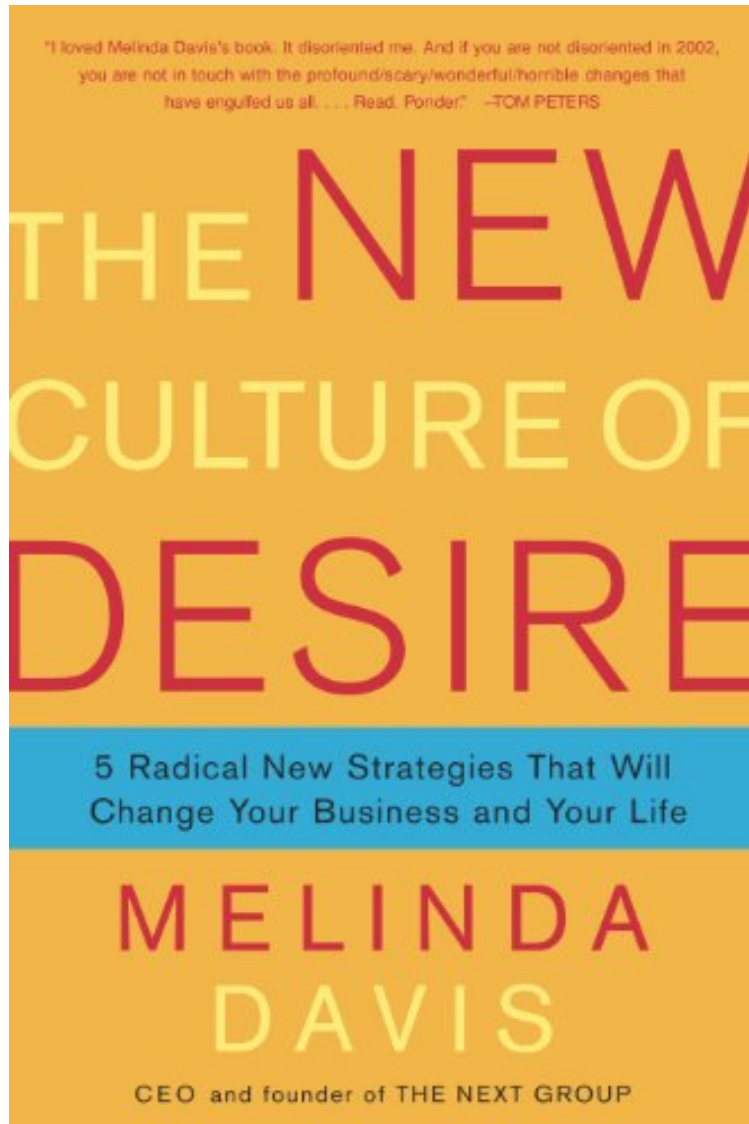


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The New Culture of Desire: 5 Radical New Strategies That Will Change Your Business and Your Life

Melinda Davis

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Melinda Davis : The New Culture of Desire: 5 Radical New Strategies That Will Change Your Business and Your Life before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Culture of Desire: 5 Radical New Strategies That Will Change Your Business and Your Life:

2 of 2 people found the following review helpful. True Visionary. Powerful Ideas and Actionable Strategies.By PhanniemaThis book changed my life and my career. I have probably read it over a dozen times, taking notes and

dissecting chapters. With all the statistics gathered from her own national forecasting firm, The Next Group, she has real data - real numbers to back up her forecasting and ideation. Ms. Davis reveals once confidential details of The Human Desire Project (6 years) of investigations/focus groups/experiments into what makes human beings want what they want and do what they do. All entrepreneurs should read this book - especially the ones working in the new dominant frontier of Social Media Networking and the tech start-up industry. Much of what she predicted in 1993 is playing out now - how's that for a visionary! This book is not for the casual reader. It is brilliance on paper with high concept ideas and knowledge BUT actionable ideas and strategies. Highly Recommended even today. It is still relevant and even ahead of the times. 9 of 13 people found the following review helpful. Poetic Appreciation of Societal Dilemmas By G. M. Chishti A book like this comes along perhaps once every 50 or 100 years. Melinda Davis points out that the mind soul of humanity (not just "Americans") are undergoing a shift from a materialistic to a spiritualistic environment. The impact of this on our life values and behaviors is already evident in many subtle ways --- but promises to evolve into a full blown revision of the way life is carried on for the foreseeable future. Her vantage in the end is that of a poetess, providing signposts for people to use as they grope their way into new modes of thought and experience. It is difficult to overestimate the significance of her theses. In particular, literary persons, those involved in the healing and psychological professions, and, sad to say, the marketing mavens, will find this a must read book. They will, no doubt, have their world all shook up by this true masterpiece of perception and insight. 3 of 9 people found the following review helpful. Melinda Davis is the "Pied Piper" of our new age!! By Brian A large part of the joy I derived from my recent "home for the holidays" visit involved setting up hotmail accounts and MSN messenger service for my parents while also explaining how google, CNN Breaking News alerts and fast web navigation would provide a quick fix to the gray area that surrounds their current needs, pleasures and wants. Fact is fact... our world is changing at warp speed and we either shuffle to simply keep up or shudder at the thought of getting in or online. The New Culture of Desire, written by Melinda Davis is a triumph for all those who seek the light of our new day and the truth of this dramatically powerful shift in our time and reality. Melinda, the "Pied Piper" of our new age, takes our hands and forges forward, both "tenderly" and "fearlessly" into the complexities of the world we once knew, in order to assure us that "there are no monsters under our beds at night", but we better damn well check just the same!! In a point-by-point tell tale, she examines our shifts from the physical to now imaginal world, reflects on our transition from "Prada" to "Prana" sensibilities and simultaneously unravels the mysteries of how we ought to survive in the midst of all this chaos, confusion and potential short circuitry. Melinda uses wit, rhyme and a poetic verse that is uniquely her own to admit that, yes... these are in fact "scary" and often confusing times, but Melinda also assures us that they are exciting, and we ought to be "in the know" both personally and professionally.

A wholly new force is driving human behavior today, and it's turning the world as we know it upside down and inside out. Human behavior is now being driven by a new survival instinct -- a new primal desire -- that is invisibly but unstoppably reshaping the world, from the most intimate details of our private lives to the dynamics of the global marketplace. The New Culture of Desire reveals and chronicles this present and future brave new world -- the beginning of Human History Part II. According to futurist Melinda Davis, it is evolving right under our noses, and we need to adapt now to survive -- and to thrive. Described variously as "a secret weapon of the Fortune 100" and a "hired-gun visionary," Davis divulges the startling conclusions and once confidential details of The Human Desire Project, a six-year, multidisciplinary study to investigate what makes human beings want what they want and do what they do. Originally initiated as a landmark study for big business (Davis's client ranks include distinguished companies such as ATT, Merck, Diageo, Procter Gamble, L'Oréal, Unilever, and Lucent Technologies), The Human Desire Project evolved into an even larger phenomenon with far-reaching implications for all of our lives. In The New Culture of Desire, you learn to leverage for your own good fortune, today -- and into tomorrow -- the same insights and strategies that inform the future plans of some of the most powerful corporate movers and shakers around. Here are just some of the revelations of The New Culture of Desire: bull; The unconscious formula that we all use to make choices now bull; Why bliss beats sex, money, and power bull; The new peak experience: the State of O bull; The single greatest unmet consumer need bull; The battle for our interior lives bull; The five strategies we enlist to satisfy the new primal desire -- and what they mean for your life and your business Harvard-educated and street-smart, Davis examines the telltale signs of our rapidly morphing world with the nose of an MIT/MTV anthropologist and an arsenal of case histories. Quizzes and checklists appear throughout the book to help you diagnose your own desires. New marketing models provide new ways to speak more powerfully to the heart of your customers' true desires. This insider's analysis of the most powerful desire-driven trends of our time provides a strategic guide to the inside of the new millennial mind, to help you understand your own motivations and those of your colleagues, customers, and friends. Here are some of those cultural trends that you need to know about: bull; Magical Thinking: Looking for the simple, supernatural solution bull; The Third Sex: Having it all bull; Yoda-ism: New candidates for a god bull; Tribe Crashing: The ultimate insiderism bull; Hot-Blooded Spiritualism: Drumming up the saving graces bull; Raging Amazonianism: The rise of the butt-kicking babe bull; Pleasure Healing: Self-indulgence that does you good bull; P.Q.: The Performance Quotient: Upgrading the human processor A pioneering work that looks into what people want

and why, *The New Culture of Desire* blows traditional future-planning theory and practice sky-high, and replaces it with groundbreaking strategies that really work.

From Publishers Weekly Combining popular psychology with business acumen, consultant Melinda Davis presents a Faith Popcorn-like guide for businesspersons in *The New Culture of Desire: 5 Radical New Strategies That Will Change Your Business and Your Life*. Davis contends that Americans' desires have shifted in recent years, from the physical to the metaphysical. She explains ways businesspersons can tap into this shift and thus present consumers with products that truly suit their needs. The book is thus not only a manual for marketers who want to understand their audience, but also a revealing social study that will intrigue consumers and producers alike. Copyright 2002 Cahners Business Information, Inc. From Booklist There is an ever-proliferating number of trend prognosticators, futurists, and think tanks. Few if any can predict what will really happen. Nevertheless, take time to enjoy Davis' ideas, for this Harvard grad, novelist, and corporate consultant bases her five strategies for marketers on the search for bliss, pure and simple. After all, today's work and pleasure are defined primarily by knowledge; we interact via screens and remote videos, all balanced by a desire for the high touch, the human connection. Many statistics and current trends support her theory, including the growing demand for personal advocates, such as coaches, and the pursuit of altered states, whether it is in a spa or via cosmetics. Barbara Jacobs Copyright copy; American Library Association. All rights reserved Alexandra Penney bestselling author of *How to Make Love to a Man* Melinda Davis is about to change the way you think, feel, and work -- guaranteed. Read this book -- immediately!