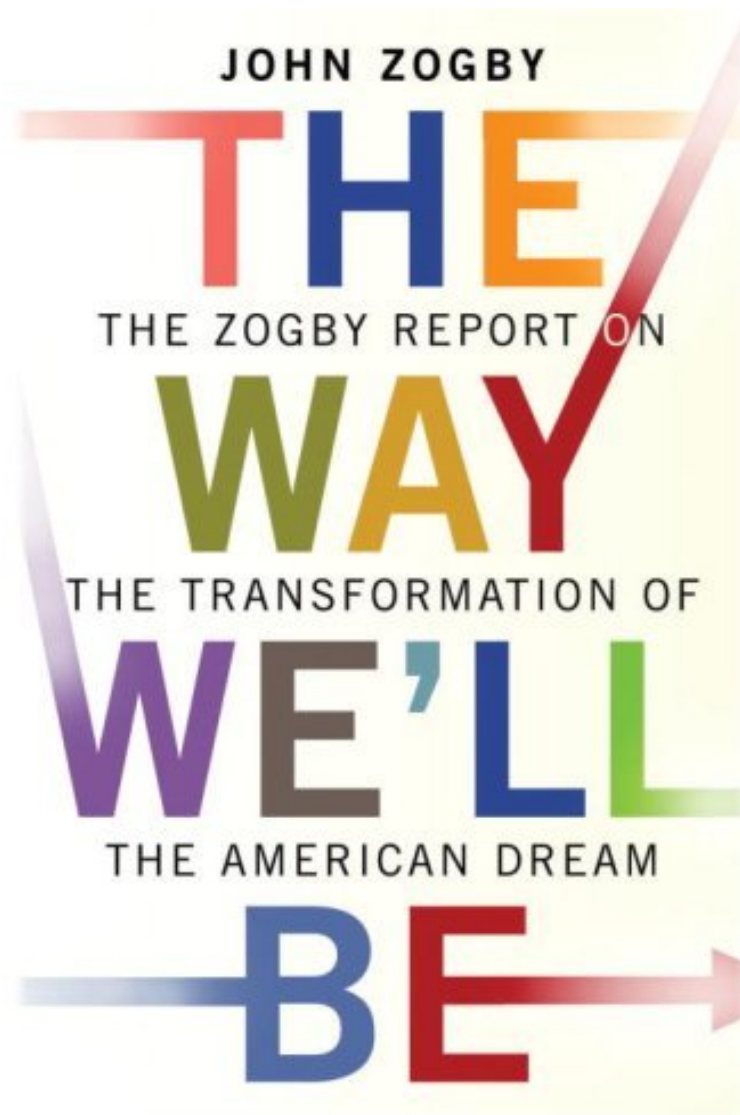


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## The Way We'll Be: The Zogby Report on the Transformation of the American Dream

*John Zogby*

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**John Zogby : The Way We'll Be: The Zogby Report on the Transformation of the American Dream** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Way We'll Be: The Zogby Report on the Transformation of the American Dream:

0 of 0 people found the following review helpful. Wish I had Bought It Earlier By J. K. MCFETRIDGE Followed a link from a Chris Brogan's blog to find this and have been pleasantly pleased by the book. Contrarian in its insights to the

conservative declarations of pending doom, it brings data and usable information to the dialogue. Ignore it at your own peril - the stuff in this book really engages and enlightens! 0 of 0 people found the following review helpful. Five Stars By Raymond Zogby is a calculating writer. His assertions are unique, and will not let you put down the book! 0 of 0 people found the following review helpful. The Way We'll Be: The Zogby Report on the Transformation of the American Dream By Anita M. H. S. This book was purchased as a gift for my husband. He sat down and read most of it right away and I have read here and there in the book. I also take surveys from the author and so find this book much more fascinating because of that. The book came in a timely manner in good shape so great!

According to super pollster John Zogby, whom The Washington Post calls "the maverick predictor," the conventional wisdom about the United States—that it is isolated from the world, politically fragmented, and inclined toward material pleasure—is not just flawed; it may be 180 degrees from the truth. In this far-reaching and illuminating look at contemporary American life, Zogby reveals nothing less than The Way We'll Be. Drawing on thousands of in-depth surveys conducted especially for the book, Zogby points out where we are headed—politically, culturally, and spiritually. The American dream is in transition; it is rapidly being redefined by four meta-movements: living with limits as consumers and citizens; embracing diversity of views and ways of life; looking inward to find spiritual comfort; and demanding authenticity from the media, our leaders, and leading institutions. Spearheaded by today's eighteen-to-twenty-nine-year-olds—the "First Global" generation—Americans are becoming more internationalist, consensus-oriented, and environmentally conscious and less willing to identify themselves by the things they do to earn or spend their money. But this is more than a youth tide. Americans of all ages are moving beyond old divides—red state/blue state, pro-life/pro-choice, beer drinker/wine connoisseur—to form a new national consensus that will shape the nation for decades to come. Zogby's cogent analysis of the data yields an astonishing perspective on Americans' thoughts, feelings, and beliefs, now and in coming years. Understanding this emerging reality will be key for all leaders in all fields who want to reach audiences that are more media-savvy, better informed, and more technologically enabled than ever before; individuals in search of rewarding and fulfilling careers in tomorrow's growth fields; politicians and CEOs looking to marry policies and practices to the rising demand for social responsibility; anyone who wants to market to the emerging new American consensus. Beyond telling a fascinating story, the conclusions in this book are a must-read for everyone from Main Street to Madison Avenue to Capitol Hill. Filled with expert analysis and insight from one of today's most successful predictors and trend spotters, The Way We'll Be will redefine how we view America's future. From the Hardcover edition.

From Publishers Weekly. Renowned political pollster Zogby distills a lifetime of surveying public opinion into a provocative and heartening portrait of American attitudes toward a host of topical issues that will shock cynics who regularly pronounce on the nation's divisions, apathy and appetite for excess. The bullshit era is over and done, Zogby notes; his surveys reveal a public craving for truth rather than hype, valuing thrift over luxury and ready to accept limits on consumption. A New American Consensus is emerging, according to the author; shared economic hardships are uniting people commonly perceived to be at odds, and self-defined identities such as investor are becoming more reliable predictors of worldviews than race or gender. The author reserves particular enthusiasm for the younger generation, whose responses reveal an unprecedented embrace of diversity, sensitivity to global human rights and a willingness to grapple with complex issues—such as abortion—free from orthodoxy and with a desire to find middle ground. The American Century is over, Zogby declares, and the Whole Earth Century has begun; his intriguing claims will likely stimulate hope and continued debate. (Aug.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Bookmarks Magazine. Like the data Zogby studies, reactions to his book were somewhat difficult to gauge. Several critics dismissed him as hopelessly optimistic, but they didn't seriously attempt to debunk his data. Others offered an unqualified embrace of his vision of the future, but they didn't provide any qualifications of their own. Perhaps the most reasonable response came from the Wall Street Journal. Michael Barone stressed that readers should keep in mind that Zogby is an unconventional pollster who sometimes pushes the boundaries of the field; at the same time, some of the trends that Zogby identifies are difficult to deny, even if one feels relatively less optimistic about them. Critics also disagreed on whether Zogby's prose transcends the trends: some found themselves carried along by his occasional anecdotes and concise analysis, while others found themselves bogged down in the numbers. So The Way We'll Be is a book about one man's opinions about predicting the future based on many other people's opinions. Only you can decide if that much irresolvable speculation will make your brain hurt. Copyright 2008 Bookmarks Publishing LLC. From Booklist. Prominent pollster Zogby paints a current picture of the American dream that is based on thousands of polls and surveys and reflects an overall collapse of trust in our leaders and leading institutions. He concludes that Americans are increasingly learning to live with limits on everything, from resources to global power; younger adults are comfortable with diversity and participating in a global world; materialism is becoming less important to more people; and Americans are demanding authenticity in politics and commerce. Zogby considers his polling

results; a glimpse of the future, especially generational shifts in attitudes, preferences, and beliefs. Interesting trends within the various age groups polled indicate Americans are now defining themselves less by their paid work and more by who they are, and the church of the future will not be the megachurch but a smaller, more intimate experience of religion. This is an excellent book with a valuable perspective on current American thought and important information for marketers as they seek to understand consumers' buying behavior. --Mary Whaley