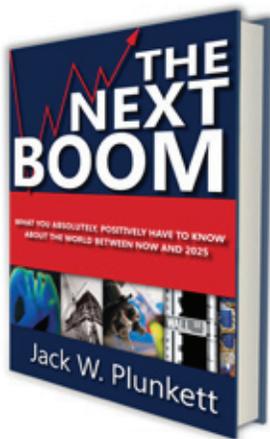


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THE NEXT BOOM

What You Absolutely, Positively Have to Know about the World Between Now and 2025

By Jack W. Plunkett



According to Jack W. Plunkett, CEO & Publisher of Plunkett Research, Ltd., the foundations of the Next Boom are being laid now...despite the recent economic downturn. **The Next Boom: What You Absolutely, Positively Have to Know about the World Between Now and 2025** (BizExecs Press - an imprint of Plunkett Research, Ltd./ Publication date: January 24, 2011/ Hardcover and e-book editions) offers a powerful vision of the future and arrives at a timely juncture when confidence needs a boost. As Plunkett attests, those who understand looming global trends will benefit the most from tomorrow's massive changes.

The Next Boom is a sweeping and authoritative look at the coming changes that will ignite the economies of America and others across the globe. Plunkett persuasively demonstrates that we are on the verge of a period of major economic growth.

He presents a panorama of developments in a wide range of areas including demographics, global trade, evolving consumer habits, technologies, and the rapidly-growing global middle class—showing how trends in America and around the world have tremendous synergy that will lead to a long-term surge in global business.

“The recipe for the Next Boom has been written: expanding markets, growing consumer demand in emerging nations, and motivated entrepreneurs combined with breakthrough technologies,” Plunkett writes, “even if it seemed impossible to imagine during the dismal bust we recently endured.” Plunkett focuses on the three powerful platforms that will boost the world of business while bringing stunning changes during the 2011-2025 period: a soaring global population; sweeping changes in consumers, demographics and education; and emerging technologies, centered on health care, wireless communications, biotechnology, nanotechnology and energy. As Plunkett explains, the next billion consumers will soon emerge on a worldwide basis, increasing the demand for goods and services while fostering ever-greater innovation and competition among entrepreneurs and corporations. The Next Boom will be an exciting period of solid global growth that will create immense opportunities for investment, business formation, innovation, and job creation. For investors, managers, consultants, leaders in government and educators, **The Next Boom** is an essential guide to understanding how to best position any business, investment, or career to benefit from the coming era of global growth.

Jack Plunkett is the author or editor of more than 30 books, including *Plunkett's Energy Industry Almanac*, *Plunkett's E-Commerce & Internet Business Almanac* and *Plunkett's Biotech & Genetics Industry Almanac*. A life-long entrepreneur, he has been recognized as a regional finalist in the “Entrepreneur of the Year” competition sponsored by Ernst & Young. See more on Plunkett Research Ltd., at www.plunkettresearch.com

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