

Some of the Topics Addressed in

The Next Boom: What You Absolutely, Positively Have to Know About the World Between Now and 2025

PART ONE—PEOPLE

Chapter One: Newly Born Americans, Aging Baby Boomers, and Why America's Soaring Population is a Huge Advantage

- *Grow the Economy, Stupid*
- *How Crowded is America?*
- *Growing the Tax Base*
- *A Brief Lesson from U.S. Population History, the Baby Boom, and the Re-opening of the Door to Immigrants*
- *Trends that Will Fuel the Coming American Population Boom*
- *The Hispanization of America*
- *When Does the White Majority Become the Minority?*
- *Population—A Boom for Some Countries, a Painful Bust for Others*
- *Why You Need to Understand Fertility Rates*
- *This relatively strong fertility rate in the U.S. shows a sharp contrast to rates in other highly developed nations*
- *The Next Billion Humans*

Chapter Two: Consumers and Customers; Savers and Spenders—What they Want and How they are Changing the World Around You

- *The Post-Excessive Consumption Era*
- *Retail Results Paint a Picture*
- *Second Homes are Out; Second Careers are In*
- *Cash = Comfort; Debt = Sleepless Nights*
- *How Successful Stores and Other Businesses will Reposition*
- *Plunkett's Four Keys to Successful Consumer Product Strategy*
- *Plunkett's Four Keys to Successful Retailing*
- *Consumers Worldwide Change Course*
- *Where Companies Should Look for New Customers*
- *Why you Might Consider Being an Optimist*

PART TWO—PLACES

- **Chapter Two: Global Trade 2.0 and the Phone Ladies of Bangladesh**
- *A Day in New Delhi—Not Walking*
- *Challenges for India and China*
- *Global Trade 2.0—A Tripling of Trade by 2030 will Raise Personal Incomes, Build the Middle Class and Create Massive Business Opportunities*
- *Services vs. Manufacturing*
- *Mobile Phones and The Next Boom*
- *More Cellphones = Higher GDP*

Chapter Four: The Global Middle Class and Their Growing Mountain of Money—Fuel for the Boom

- *On the Streets of China: American, Japanese and European Brands*
- *How Consumer Markets Will Grow and Multinational Companies Will Serve Them*
- *Despite an Incredible Record of Improvement, Vast Numbers of People Remain in Poverty*
- *Exactly what is “Middle Class?”*
- *Global Trade, the Displacement of Workers in Developed Nations, and How to Boost Competitive Advantage in America*
- *In order to be globally competitive in the era of a rising India and China during Global Trade 2.0, the U.S. should focus on curing current deficiencies.*
- *The most important trends to watch in Global Trade 2.0*

PART THREE—THINGS

Chapter Five: Competition, Innovation and Entrepreneurship—How We’re Going to Solve the World’s Biggest Problems and Create Vast Wealth in the Process

- *How do we Feed Them?*
- *Seed Genetics in Paradise*
- *“Modified” is not A Dirty Word*
- *How Much of Africa will Evolve from a Hunger Spot to a Bread Basket*
- *Innovation = Biotechnology Applied to Agriculture = a Better-Fed World and Vast Profits*
- *Change = Controversy*
- *Innovation will Increasingly Come from Asia*
- *Peking Ducks and Science Parks*
- *America’s Need to Compete*
- *How to Bet \$1.156 Trillion on the Future*
- *Why America Should Boost Basic Research*

Chapter Six: Always On, Always With You and Always Getting Smaller (Or: Better, Faster, Smaller, Cheaper)

- *Nanotech is About to Leap Forward like Biotech did in the 1980s and 1990s*
- *Governments are Backing Nanotech with Billions of Dollars*
- *MEMS: Tiny Engines and Tiny Switches Enable Big Changes*
- *Miniaturization Is Like a Rocket Fuel for Technology and the Next Boom*
- *The Convergence Age: A Mass Market of Information Addicts*
- *Nanotechnology Will Create Powerful Semiconductors in the Near Future*
- *Nanotechnology Holds the Key to the Ultra-dense Molecular Memory of the Future*

Chapter Seven: Energy—Why Things Are a Lot Better Than You Might Think

- *A Newfound Wealth of Natural Gas—George P. Mitchell’s Remarkable Gift to Americans*
- *Convergence in the Oil and Gas Fields*
- *Conservation—How Your Refrigerator is Helping to Make a Better World*
- *Energy Intensity—How Efficiency Rises Along with Economic Development*
- *Energy in the Near Future: And Now For the Good News*
- *Running Out of Oil Again? Probably Not*
- *Brazil’s Santos Basin—Drilling Deep*
- *Energy Entrepreneurs*
- *From Safer Nuclear to Ocean Wave Power, Innovators and Technology Lead the Way to More Energy Options*

- *Energy in the Near Future*

Chapter Eight: Adventures in Health Care—\$175,000 worth of Proton Beams and Dr. Shetty’s \$2,000 Heart Surgery

- *Converging Technologies Focus on Cancer*
- *Imaging has Elevated Radiation to a High State of Precision*
- *So Why Isn’t Every Cancer Patient Treated with Protons?*
- *There is No More Effective Way to Learn about the Health System than to be Sick Yourself*
- *Taking the Plunge—Zapped by 250 Million Electron Volts Daily*
- *How Much is the Best Cure Worth to the Growing Global Middle Class?*
- *Health Care Delivery Will Soar on a Global Basis*
- *Cutting Technology Costs to the Bone*
- *Global Competition is about to Set the Health Care Industry on Fire—Dr. Shetty’s \$2,000 Heart Surgery*
- *Biotechnology—About to Break Through to a Higher Level*
- *Personal DNA Maps—Starting as Low as the Price of a Bicycle*
- *How Agri-biotechnology and Synthetic Biology will Enhance Health Care*
- *Synthetic Biology—Building New Organisms*
- *Nanotech will Boost Health Care*
- *Health Care Costs in The U.S.*

PART FOUR—CHANGE

Chapter Nine: Education, Generations and Change

- *Change: Education Matters*
- *Change: The Elderly, Boomers and Those In-between: Working Longer and Worrying More*
- *Change: Baby Boomers Approach their Senior Years*
- *Change: Older Workers and The Next Boom*
- *Changes that will occur in the size and ages of generations from 2009 through 2025*
- *Change: The Younger Generations, Including Generation X*
- *Change: Generation Y, The “Millenials”*
- *Change: The Diversity Generation, a Dawning Group*
- *Change: Vast Improvements in Education will be Part of the Next Boom*
- *Change: A Tipping Point for Education Reform*
- *Knowledge is Power—Charter Schools Break the Mould*
- *Change: Online Learning and Computers in the World’s Classrooms*
- *Change: New Generations and Technologies Will Break Down the Status Quo, Whether or Not You Are Ready for It*
- *One Point of View on Change: “Life is a Moving Target”*
- *A Different Slant on Change: “Nothing is New”*

Epilogue: 2026

- *New Year’s Day, 2026*
- *What Could Go Wrong, and Final Optimistic Thoughts*

<http://plunkettresearch.com/nextboom>

For media interviews and review copy requests, contact:

Rob Nissen / Nissen Public Relations / (973) 410-1234 / rob@nissenpr.com