



# The Attack of the Unexpected

*Magnus Lindkvist*

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# The Attack of the Unexpected

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## **The Attack of the Unexpected** Magnus Lindkvist

Everything in life is, in a sense, unexpected. From the people you meet to the events you experience. But sometimes the unexpected attacks. It eats at you and fundamentally changes where you are and where you are going. September 11, the credit crunch, and the rise of the World Wide Web are recent examples of agenda changing megaevents that we were forced to react to in some way or another. This book, by one of the world's leading trendspotters, is designed to help you understand the nature of unexpected events and how we are affected by it on an individual, corporate and societal basis. Building on studies of and interviews with people who have in some way been "attacked" and significantly affected by the unexpected, its aim is to help you stop fearing uncertainty and start embracing and leveraging it to your advantage. About the Author: Magnus Lindkvist is an acclaimed trendspotter and popular speaker around the world. He is the author of *Everything We Know is Wrong* (Marshall Cavendish, 2009) and was selected as Sweden's Business Speaker of the Year in 2009. He is based in Stockholm, Sweden.



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