

Book Review**Naisbitt says mind-sets drive our future****By Cecil Johnson**

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The member states of the European Union are heading down a path of M.A.D. ("mutually assured decline"), the celebrated author of "Megatrends," "Megatrends 2000," and "Megatrends Asia" proclaims in his latest visionary look at the international economic, political, and cultural landscape.

"My experience makes me believe that Europe is much more likely to become a history theme park for well-off Americans and Asians than the world's most economically dynamic region as it has proclaimed it wants to be," John Naisbitt writes in "Mind Set!"

That likelihood looms, Naisbitt says, because the European Union "has two hearts and 25 mind-sets." The 25 mind-sets include incompatible elements of economic leadership, ambition, tradition, and welfare, while the two hearts beat counterpoint to each other in striving on the one hand for economic supremacy and on the other for social welfare.

Naisbitt bases his assumption about Europe's future on three of the 11 mind-sets he describes in this thought-provoking recipe for putting current developments in perspective and anticipating the future.

"Mind-sets work like fixed stars in our heads. Holding on to them, our mind, drifting like a ship in an ocean of information, finds orientation. They keep it on course and guide it safely to its destination," Naisbitt writes.

Mind-set number three in Naisbitt's quiver of ways to reach judgments and make forecasts is the admonition to "focus on the score of the game." After applying

that test, Naisbitt concludes that he is not being too pessimistic in his assessment of where Europe is headed.

Mind-set number nine states: "You don't get results by solving problems but by exploiting opportunities." Naisbitt maintains that European politics is supersaturated with problem-solvers. Unlike in Europe, Naisbitt says, in China the wisdom of mind-set number nine is being applied with astonishing effect.

"China has become a nation of opportunity seekers, trusting that any problem can be solved along the way. The competitive advantage of today's China, as a nation and as a people, is the willingness to adapt to what is necessary and beneficial," Naisbitt writes.

Nevertheless, Naisbitt cautions against rushing to the conclusion that China is going to overtake the United States within the near future as the world's leading economic power. In taking that position in defiance of today's conventional wisdom about China, Naisbitt puts forth his mind-set number eight, which says: "Things we expect to happen always happen more slowly."

Naisbitt devotes the first part of the book to defining and exemplifying the mind-sets he sees and showing how they

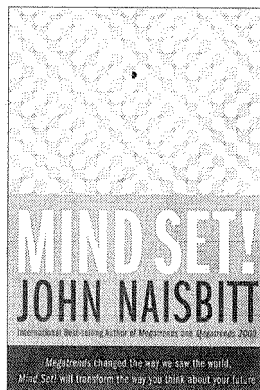
may be applied to business, politics and government, and one's personal life.

In part two he makes forecasts on the basis of those mind-sets.

"Mind Set!" should be required reading for policymakers, business leaders, and all individuals who want to improve the way they think about what is happening in the world today and what that portends for tomorrow.

Mind Set!

Re-Set Your Thinking and See the Future, by John Naisbitt, *Collins*, 304 pages, \$24.95.



People interested in this book are also interested in:

SOCIAL INTELLIGENCE The New Science of Human Relationships by Daniel Goleman (Bantam, \$28)

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