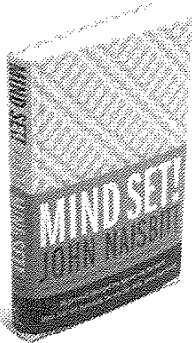


BOOKS

10 SATURDAY/SUNDAY, NOVEMBER 25 - 26, 2006

AIRPLANE READING



Mind Set!

By John Naisbitt
Collins, 282 pages, 24.95

John Naisbitt has sold nine million copies of “Megatrends” (1982) and is often asked, as a result: “What is the next big thing?” Here he advises readers to adopt “mindsets” that will allow them to do their own prognosticating. Mindsets, he explains, are “how we receive information.” The wife of a philanderer, he notes, filters information in a particular way: Her mind-set is both a prism and a prison. Mr. Naisbitt illuminates 11 liberating mindsets—such as “the future is embedded in the present”—that may unleash one’s inner clairvoyant or at least help one to see the present differently. He weaves his personal story into the advice-giving. Growing up amid the constraints of a Mormon household, Mr. Naisbitt says, he greatly benefited from an early application of thinking outside the box: An uncle treated a painful ear by blowing forbidden tobacco smoke into the raging orifice—quite different and more effective, Mr. Naisbitt discovered, than the usual laying on of hands. Sensing truth and adventure beyond Utah, he joined the Marines and later worked for JFK, LBJ and IBM; he now teaches at Nanjing University in China. Mr. Naisbitt maintains that “economic domains” are replacing nation-states, and he offers a gloomy forecast for one-worlders: “Why would we add a world government at a time when we have been subtracting power from the hands of national governments through privatization and global communications?” As they may still say in Utah, hallelujah to that.

—Dave Shiflett