



## The New Culture of Desire: 5 Radical New Strategies That Will Change Your Business and Your Life

By Melinda Davis

Free Press. Paperback. Condition: New. 272 pages. Dimensions: 8.8in. x 5.9in. x 0.7in. A wholly new force is driving human behavior today, and its turning the world as we know it upside down and inside out. Human behavior is now being driven by a new survival instinct -- a new primal desire -- that is invisibly but unstopably reshaping the world, from the most intimate details of our private lives to the dynamics of the global marketplace. The New Culture of Desire reveals and chronicles this present and future brave new world -- the beginning of Human History Part II. According to futurist Melinda Davis, it is evolving right under our noses, and we need to adapt now to survive -- and to thrive. Described variously as a secret weapon of the Fortune 100 and a hired-gun visionary, Davis divulges the startling conclusions and once confidential details of The Human Desire Project, a six-year, multidisciplinary study to investigate what makes human beings want what they want and do what they do. Originally initiated as a landmark study for big business (Davis's client ranks include distinguished companies such as AT and T, Merck, Diageo, Procter and amp; Gamble, LOral, Unilever, and Lucent...



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