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Shaping Things to Come: Strategies for Creating Alternative Enterprises *Colin Coulson-Thomas*

Judgements about technological advances and assessments of the future state of the world are notoriously unreliable. Remember those predictions of cures for the common cold, of flying cars and household robots, and of the anticipated decline of America? And now it would appear that it's no more certain in the business world. Who'd have foreseen that a struggling British Aerospace would quickly recover, acquire European and US rivals and become, as BAE Systems, the world's largest supplier of defence electronics? And all this during the challenging market conditions caused by the cutbacks in military expenditures occasioned by the end of the Cold War.

So where does that leave the business owner, the venture capitalist and the entrepreneur? If future success is impossible to predict, why or how would anyone take the plunge, develop a new product, enter a new market or create a new venture? And why are so many already doing it?

"An unprecedented number of the brightest and the best are turning their backs on established corporations and the traditional professions to set up their own entrepreneurial ventures. Students are leaving business schools and universities without completing their degrees for fear of missing opportunities. Consulting firms like Accenture, Ernst & Young and KPMG, and City institutions like Goldman Sachs and Morgan Stanley are losing high fliers to business start-ups. People are forsaking security and suits for the excitement of building their own enterprise."

The bubble may have burst on the dot-com revolution, but its effect on career patterns and the choices people make has had a lasting effect. According to Colin Coulson-Thomas, author of **Shaping Things to Come**, (published by Blackhall Publishing, 2001) the business world of the new millennium presents unrivalled opportunities for those who dare to be different. But to succeed requires a new approach to business, a new attitude and a new confidence. Benchmarking, copying and 'me-too' activities are not the way to market leadership. Customers now demand greater responsiveness to their particular requirements and bespoke products and services. To meet these needs companies must innovate.

Much more than just a simple business book, **Shaping Things to Come** is an inspirational guide for all business owners, managing directors, entrepreneurs, pioneers, indeed anyone with drive, enthusiasm and ideas. Imparting his extensive experience and knowledge, drawing upon the research programme at the Centre for Competitiveness at the University of Luton and citing numerous examples along the way, Colin Coulson-Thomas, the University's Professor of Competitiveness encourages readers to review their personal, family and corporate goals. He dares readers to question their approach to work, forget the 'norm' and focus on creating genuine alternatives for customers, and for themselves.

Shaping Things to Come: Strategies for Creating Alternative Enterprises

is published by Blackhall Publishing:

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Shaping Things to Come (£24.95 + p&p) can be ordered **using the form overleaf**.

Shaping Things to Come and the sister title **Individuals and Enterprise** can also be ordered for the combined price of £50 + p&p **using the form overleaf**.



Individuals and Enterprise

Creating Entrepreneurs for the New Millennium

Colin Coulson-Thomas

"Enterprise can flourish in the most unlikely of circumstances and within all of us there is the potential to become an entrepreneur. Colin Coulson-Thomas' latest book reveals the secrets of personal and corporate transformation. It should be read by all those who aspire to the creation of value for others while remaining true to themselves."

Derek Ludlow, Chairman, Centre for Competitiveness, University of Luton

Colin Coulson-Thomas, chairman of the judges for the eBusiness Innovation Awards and of ASK Europe plc, Cotoco Ltd and other Companies, claims that the time is right for individuals to express and fulfil themselves more than ever before, and that organisations need to support individual growth and harness individual talents if they are to hold on to the most valuable resource they have – their people.

Challenges such as career uncertainty, globalization, new forms of working and even redundancy can be turned into exciting opportunities. The time is right for individuals to express themselves and fulfil themselves more than ever before, and organisations need to support individual growth and harness individual talents if they are to hold on to the biggest and most valuable resource they have - their people. The book identifies what organisations need to do to enable intrapreneurship to flourish and to support the creation and development of new ventures.

Professor Coulson-Thomas is optimistic, positive and forward thinking. He stresses the satisfaction and excitement that can be derived from taking full control of one's life, breaking free, discovering one's real self, being true to one's ideals and beliefs, and using one's energies either to start a new enterprise, or to make fundamental and beneficial changes in one's current organisation.

***Individuals and Enterprise* published by Blackhall Publishing, 1999 ISBN: 1-901657-71-X**



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