

## Futuretainment

Yesterday the World Changed, Now it's Your Turn

Mike Walsh

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- The way we read, watch and listen has undergone a revolution in the past decade. *Futuretainment* is an indispensable guide to taking advantage of these massive changes
- An inspirational handbook for the digital future of broadcasting, gaming, branding, advertising and publishing
- Reveals how you find the best opportunities as soon as you realize that everything you thought you knew was wrong
- Clarifies how developments such as algorithms, mobile devices and social networks are already shaping every aspect of our lives
- Explains the transformations in consumer behaviour that are inspiring new technologies and changing media forever

Mike Walsh is an experienced media commentator and trend analyst, specializing in the advance of new technology and changes in consumer behaviour. He is based in Hong Kong from where he runs the 'innovation research agency' Tomorrow.

