



## Destination Z: The History of the Future

Robert Baldock

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### DESCRIPTION

Destination Z The History of the Future "Success in business today demands a deeper and more flexible mindset to try and understand the changes taking place in global and local economies, often as a result of technology. Rob Baldock's meteoric career as a consultant to many different companies has placed him in a unique position. His book gives valuable insights into the causes and effects of change and stimulates the reader to construct better plans to prosper in an uncertain but exciting world." Keith Oates, formerly Deputy Chairman of Marks & Spencer "Baldock paints a deliberately uncomfortable picture of what could happen under each of the scenarios. These visions do set the synapses sparking, and he succeeds in making each environment seem very plausible. But where he really scores through his musings about the future is bringing the present into sharper relief. So what's the best way to plan for these future scenarios? Destination Z is a book designed to make you think, not give you answers." Information Week, January 1999 "The world of business is being transformed before our eyes as giants fall and new ventures skyrocket, driven by explosive technological change, an integrated volatile global economy and new ways of competing. Rob Baldock provides an illuminating and insightful guide to this confusing landscape of the future of business." Peter Schwartz, Chairman, Global Business Network "Rob Baldock paints a daunting picture for business in the future . but don't despair, he does provide a robust recipe for making the most of the challenges that lie ahead . recomended reading!" George Trumbull, Chief Executive Officer, AMP Ltd

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## ABOUT THE AUTHOR

Robert Baldock is a global managing partner with Andersen Consulting. In his 22 years as a consultant he has spent much of his time working with consumer-oriented companies, helping them leapfrog the competition by deploying new business practices and technology. He has had considerable experience of scenario planning and implementing transformational business strategies. Recently, he led an international team of Andersen Consulting partners in developing scenarios for the future of the Financial Services industry. This work has been shared with clients from around the world. For many of them, the scenarios have become embedded in their strategic planning processes. Intrigued by the power of this work he took it a step further, creating a set of scenarios for the year 2008 and developing their implications for the future of all consumer serving industries. It is this work which forms the foundation of this book. Married with two children, he is a fanatical supporter of Formula 1 motor racing. He was a founding member and is now Chairman of the British Motorsport Industry Association. As an Andersen partner, he was responsible for establishing Andersen Consulting's ongoing relationship with the Williams Formula 1 racing team, now entering its fifth year.

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