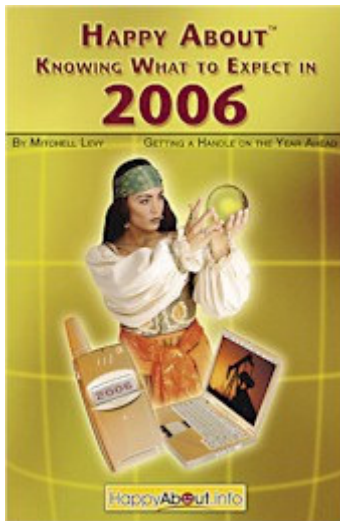




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### Book Summary

#### Book: Happy About Knowing What to Expect in 2006: Getting a Handle on the Year Ahead

Wouldn't it be great to have a good handle on what will happen this year to make sure you could plan around it? This book provides a series of answers. For 2006, we have contributions from 50 executives with a number of interesting predictions.

Mitchell Levy has been making extremely accurate predictions since 1998. Read about his previous predictions to see how much credibility you'll give to this year's trends. It's a fun and entertaining read. You will be glad you spent the time and will be happy with you're new perspective.

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plus predictions from previous years and how they fared:

#### Predictions from "Happy About Knowing What to Expect in 2006"

- "Office in your phone. Millions will be carrying mobile devices that do more than voice, email and text. Videos, web conferencing, unified messaging, powerpoint presentations, mobile access to any content using infobots, and more are coming."  
**Rip Gerber, CMO, GM-Ecommerce, Intellisync Corporation**
- "Countries as Brands. In 2006 countries will start overtly branding themselves to increase export visibility. Made in Luxembourg? You bet  
**Andrew Greenberg, CEO, Greenberg Brand Strategy**
- "Younger and younger users will create increasingly more complex content with higher production value. Heck, who doesn't know a 4th grader whose made a movie?"  
**Karen Howe, VP, AOL**
- "Amazing acceleration of the economy of services. Expect the services component of US GDP grow from 72% to 80%."  
**Jean Paul Jacob, IBM Researcher, Emeritus**
- "On Jan 1, 2006, the first Baby Boomer turns 60. The richest, best-educated, most spoiled generation in history. They want to live well and live forever, and they will transform our 20th Century healthcare system with their demands."  
**Jack Powers, Director, International Informatics Institute**
- "Crime on the Internet will be more rampant than ever. Why? Sutton's law. Willy Sutton the bank robber said he robbed banks because, 'That's where the money is.'"  
**Dave Anderson, CEO, Sendmail**
- "Oil prices will top \$100 / barrel and average over \$80 / barrel and Oil prices will drive at least one country to effectively declare bankruptcy and call in the World Bank / IMF."  
**Rohit Talwar, CEO, Fast Future**

#### Contributors Include:

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Mitchell Levy is Director of the innovative Silicon Valley Executive Business Program and the Chairman and partner of CEOnetworking. Mr. Levy is also President and CEO of ECnow.com, a Management Consulting firm helping company's grow with strategic consulting and targeted business education, author of the books ***E-Volve-or-Die.com***, ***Happy About Outsourcing***, and ***Happy About Knowing What to Expect in 2005***, creator of the **Value Framework®**, and on the board of directors of Rainmaker Systems (NASDAQ: RMKR). He is the former Chair of *comdex.biz* at **Comdex Fall** and was at Sun Microsystems for 9 years, during the last four of which he managed the e-commerce component of Sun's \$3.5 billion supply chain. He is a popular speaker, lecturing on business and management issues throughout the U.S. and around the world.

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