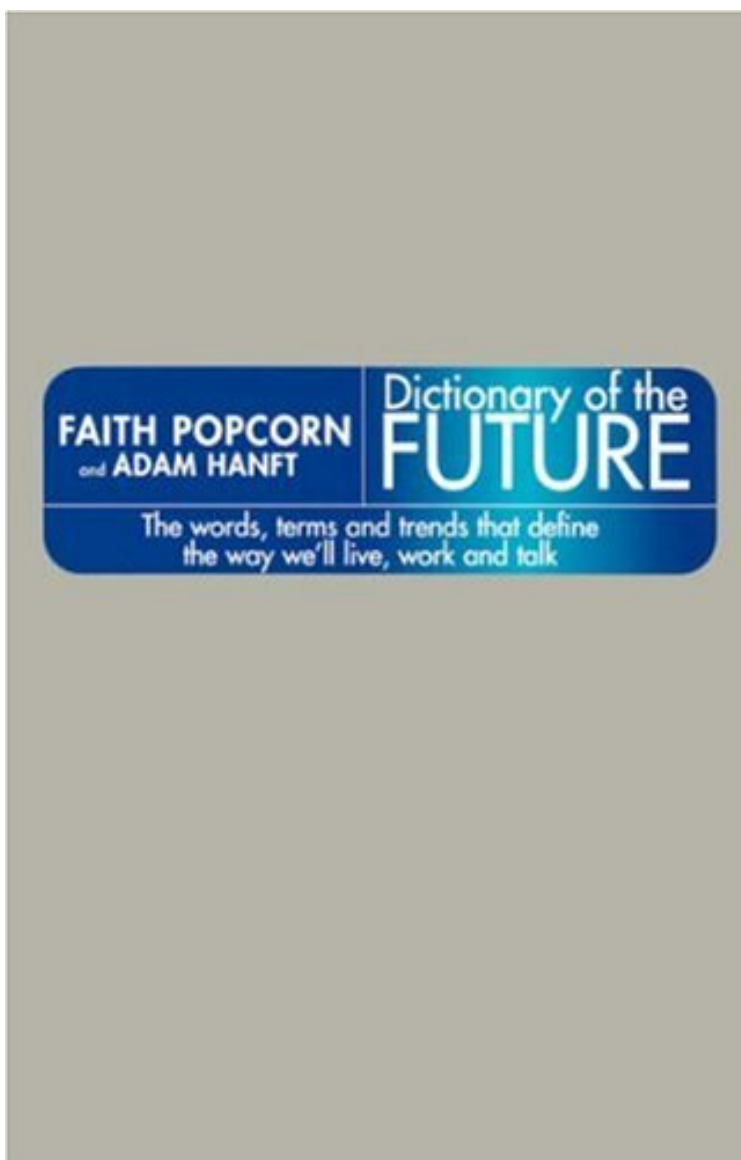



[Online library] The Dictionary of the Future: The Words, Terms and Trends That Define the Way We'll Live, Work and Talk

The Dictionary of the Future: The Words, Terms and Trends That Define the Way We'll Live, Work and Talk

Faith Popcorn, Adam Hanft
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Faith Popcorn, Adam Hanft : The Dictionary of the Future: The Words, Terms and Trends That Define the Way We'll Live, Work and Talk before purchasing it in order to gage whether or not it would be worth my time, and all praised The Dictionary of the Future: The Words, Terms and Trends That Define the Way We'll Live, Work and Talk:

6 of 8 people found the following review helpful. Future Speak of New Learning, Trends, and Social Mores By Donald Mitchell Having been enlightened by Faith Popcorn's past books, I immediately was attracted to a book called Dictionary of the Future. What could possibly be in it? What I found was a pleasant surprise. Ms. Popcorn and Mr. Hanft (and their talented colleagues) have provided a valuable "speak preview" of existing concepts that seem to be catching on, new learning that is developing in scientific and technical fields, demographic imperatives (aging Baby Boomers and the spoiling of vast numbers of only children), and potential issues that could well emerge from existing trends. While no one would argue that all of these words, concepts, terms, and phrases will become mainstream, this book gives you a way to understand them long before they earn their way into a standard dictionary. Having seen how helpful this dictionary was to me, I hope that the authors will revise and update it from time to time, as occurs with more traditional, backwards-looking dictionaries. The topics quickly expand into pages of specific listings. Here are some of the major topics: aging; art; biology and biotechnology; children and families; computers; corporate America; crime and terrorism; demographics; education; environment; fashions and style; fear and frustration; new figures of speech; food; government and politics; health and medicine; Internet; marketing and consumer experiences; new behaviors; new jobs; personal finance; religion; technology; and telecommunications. The authors encourage you to read the book from front to back (which I did), but also indicate that you can skip around. I think more people will enjoy the latter. Some of these topics just won't be as interesting to you as others are. About 20 percent of the listings were things I knew about already. These, however, often contained new information. The other 80 percent were either totally or mostly new to me. I felt like I was moving inside a very interesting science fiction book. Let me give you some examples from the book that particularly interested me. Ecstatic Architecture and Museum Getting (the new Guggenheim in Bilbao is cited as an example of both) Genetic Underclass (for those who have genetic disadvantages that they cannot afford to correct) Free-Range Children (allowed to lead reasonably unstructured lives) National Parent Permits (you need one to become a parent) Affective Computing (helps improve your emotional state by monitoring and stimulating you) Ego Auditor (to help executives keep their perspective) Prisoncams (to spot those who can become successful entertainment performers when released) Cultural Abuse (eliminating an aboriginal culture, for example) Teacher History (so parents can understand a teacher's track record) Low-Emission Farming Pharmaceutical Pollution Batbelt (to carry all of your electronic devices) Pastoral Poultry (allowed to run wild) Waki (armpit art) Posterity Anxiety Eternity Leave (time off from work to be with someone who is dying) Cubicle Fever God-Forbidden Room (where you can hole up when kidnappers or terrorists show up) Restorative Justice (helping to make amends for what you did wrong) Heart Pollution Happiness Set Point (your normal level of happiness, like your normal weight level) Toxic Bouquets (flower shop roses from California often are loaded with poisons) Subscription Restaurants (where top chefs are imported for one night events with special meals) Wristicuffs (fighting it out with e-mail) Infidelity Credits (the right to cheat, negotiated and conducted with full disclosure) Outdoor Concierge Chief Seed Officer (executive who runs the venture capital investments for a company) Entrepreneur Channel Faith-Based Business Kitesurfing (windsurfing while flying a kite) Personal Jammers (to keep cookies from telling marketers where you are and what you are doing) SHUV (SUV caused accident) Some of what the book talks about may not thrill you. The book conjures up a world in which it will be hard to avoid advertising (bandwidth, hotel floors, and the bottoms of golf holes will have branded messages on them), but we will really want to do so. Some of the concepts may gross you out for other reasons, such as (...). Other concepts and terms may stimulate some useful thinking. You might want to live in a Yogurt City when you retire where there is an active set of people pursuing a broad range of interests, rather than a retirement community. Like all books about the future, this one will be of most value if you use it to create a better future. Good luck!

16 of 19 people found the following review helpful. MIXED BAG By Worldreels I suspect some of these reviewers gave themselves five stars for finishing the book. I don't know how one reviews this collection of terms. All I can say is here is a mixed bag of terms, half of which should never have survived the cut. Way too many are already in current usage, (e.g., lucid dreaming, mother-of-all, rage, brownfields), way too many will never become generally used because they are nearly unpronounceable (e.g., participlaytion, bacterroria), others add nothing to existing terminology (e.g., boatominiums or floatominiums for house boats; relationshopping for relation shopping or relationship shopping--Is one very long word better than two short ones?) and there are far too many compounds, words strung together arbitrarily (e.g., socially irresponsible investing, self unfulfilling prophecies, driving Miss Daisy syndrome). Are they patronizing the reader? I would like to have seen the [...] sites included in the index--there were at least fifty of them relied on and cited. In fact, if the truth were known, the internet was the principal source of half of the thousand terms listed. I would have liked to see the list cut in half, using only the most interesting terms (actual new terms, not those just abbreviated or strung together). Also the authors organized the words into 35 idiosyncratic chapters (e.g., Figures of Speech; Fear, Frustration Desire; New Behaviors). I would have liked to see half that number of Chapters (e.g., ego surfing was placed in New Behaviors instead of in Internet or Computers. Three sections: Computers, Internet and Technology might have been combined into one). As to the sections that tried to predict which new terms might catch on--really only a useless guessing game. These sections added very little to the book (e.g., fashion will become fash just as glamour has become glam is no doubt inevitable since both [...] and [...] are URL domain names now for sale on the internet). Dropping the last 3 letters to a word

merely indicates how lazy some internet users are becoming. There is nothing new in knowing that. 0 of 0 people found the following review helpful. Could have been much, much better
By Michael K. Smith
I'm a dictionary junkie, especially those that delve into etymologies and usages. Who better to compile a speculative dictionary of terms on the edge of societal evolution than Popcorn -- whose name I've always loved. As a marketing guru, she has a pretty good record -- not perfect, but good -- of identifying up-and-coming trends; *The Popcorn Report*, now more than a decade old, is still a valuable look at a likely future. And there are any number of interesting trends identified in this volume -- like "wind farms" and "the death divide" and "starter castles" -- that have solidified just in the past few years. Though the actual pop phrases may have turned out differently, like "McMansions" instead of the third example above. Still, this book isn't as fascinating as it ought to be. It's rather dry and nerveless with very little of Popcorn's usual brio.

In *Dictionary of the Future*, authors Faith Popcorn and Adam Hanft provide a fascinating "speak preview" of the words and terms that capture tomorrow's innovations and forces of change:
DNA'd -- being bounced from a relationship because your genes don't measure up.
Karaoke Managers -- those who get ahead by lip-synching the wisdom of others.
Mannies -- male nannies, who are growing in numbers.
Admire envy -- the common condition of admiring something -- or someone -- and being envious at the same time.
Pharmacogenomics -- the process of creating customized prescription drugs.
Our revved-up world isn't just changing faster than ever before, it's creating new words and new language at breakneck speed. Now, Faith Popcorn, the futurist and trend authority who is known as the Nostradamus of marketing -- and Adam Hanft, author, business strategist and media critic -- have created the first-ever *Dictionary of the Future* a thought-provoking, entertaining and richly informative collection of hundreds of new, emerging and just-invented words and terms. While traditional dictionaries wait for language to achieve familiarity, *Dictionary of the Future* is there first, enabling readers to identify the latest trends across all dimensions of the culture. Turn its pages and you see the future taking shape, word by word, idea by idea. Organized by familiar categories such as the arts, corporate America, education, health and technology -- and by provocative rubrics such as "New Behaviors" and "New Structures" -- *Dictionary of the Future* includes newly minted language such as:
Yogurt Cities -- places with "active cultures" where baby boomers will retire.
Chimeroplasty -- molecular messengers that will repair damaged genes.
Free-Range Children -- new generation of kids raised without over-programming.
Dictionary of the Future is an extraordinary advance look at tomorrow. More than fascinating reading, more than a treat for anyone who loves words, it's filled with valuable insights that can change the way you think about your business, your career, your health and, ok yes, the world.

From *Publishers Weekly*
In this clever but gimmicky attempt at lexical clairvoyance, trend-spotter Popcorn (*The Popcorn Report*) and advertising sage Hanft offer their best guesses as to the phrases and concepts that will emerge in the coming years. It is a "fictionary" rather than a dictionary, however, since it largely comprises terms not in active use. And yet they have a certain familiarity like "disability chic" (describing fashionable hearing aids and canes) or "relationshopping" (a step beyond "relationsurfing," it signals a desire to settle down). Entries are divided into subject categories rather than listed alphabetically to showcase future trends in areas where the current state of the language is insufficient (e.g., Aging, Biology and Biotechnology, New Jobs, and the intriguing section for Fear, Frustration and Desire). Each section concludes with "Dictionary of the Future Predicts," a listing of newly concocted terms, courtesy of the authors, for ideas yet to come. "Bankaurants," for example, will be chic restaurants that inhabit bank lobbies in the evening hours, while "Inkists" will signify those who continue to insist on signing documents with pens when an e-signature would suffice. This is an amusing book for those with a high tolerance for, or appreciation of, chatter about trendiness, but it will quickly date itself as the authors are proven right or wrong. (Dec. 12)
Forecast: Popcorn's notoriety and her nod toward defining an uncertain future via verbal prescience will attract an early audience, but the novelty will wear off as quickly as it did for Rich Hall's *Sniglets* if not faster. After all, Hall's goal was entertainment; Popcorn's is utility. Copyright 2001 Cahners Business Information, Inc.
From *Library Journal*
Popcorn (EVEvolution) is a prognosticator and marketing analyst whose Manhattan consulting firm, BrainReserve, advises companies like Campbell Soup and Eastman Kodak on trends in consumer interest. Among her claims to fame were predicting the failure of New Coke and naming the late-Eighties trend of staying at home "cocooning." Here, Popcorn and Hanft, who works in marketing and advertising and has contributed to *Worth* and *Civilization* magazines, gather about 1500 words and phrases that describe late-breaking phenomena and trendy concepts. The words and phrases are either gleaned from the press, TV, business, science, technology, and academia or fall under the heading "Dictionary of the Future Predicts," created by the authors to articulate realities not yet expressed in the language. Organized into 35 topical chapters such as "Computers," "Health Medicine," "New Behaviors," and "Technology" are such future terms as "adulescent," which refers to the trend of baby boomer adults acting more like children; "ego surfing," looking yourself up on the Internet; and "food macho," meaning eating food others find objectionable. The topical organization, the book's disappointing name index, and the quirky, often manufactured entries diminish the usefulness of this book. While it may be entertaining reading, it is not a necessary purchase. Paul D'Alessandro, Portland P.L., ME Copyright 2001 Reed Business Information, Inc. "A totally fascinating sourcebooks . . . once you start browsing

the pages, you won't want to stop." -- Bookpage.com "A witty guide to the new vocabulary, as our language struggles to keep pace with new science, new technology . . ." -- Humpkrey Taylor, Chairman, The Harris Poll "An imaginative, insightful, and valuable resource for anyone seeking a deeper understanding of our rapidly evolving society and economy" -- John Koten, Editor-in-Chief, Worth Magazine "Dawdlers need not apply. To enter here, words must be white-hot, moments from the authors' fiery imaginations" -- New York Times "Dedicated trend surfers will enjoy the fun format and worthwhile content." -- Wired "Fluid thinking and writing . . . a stimulating read and an invaluable road map to our tomorrow's world." -- Tim Sanders, Director of Yahoo! ValueLab, author of Love is the Killer App "It's diverting all right, but with equal portions of wisdom, shrewd insight, and high spirits." -- Nelson Aldrich, author of Old Money, Contributing Editor, Paris "an entertaining and eye-opening collection . . . designed to identify the latest trends in our social, cultural, economic, and political arenas." -- Tattered Cover "hundreds of words, phrases and terms . . . by trend forecaster Faith Popcorn and marketing guru Adam Hanft." -- USA Today