

Power of Tribes - Clash of Cultures - Consumer Groups

[youtube:http://uk.youtube.com/watch?v=27fQJilj21Q auto]

Wake up to Stronger Tribes and a Longer Life

By Patrick Dixon - Published in the Financial Times: October 31st 2005

Your company may have a reputation for brilliant [leadership](#) , outstanding innovation, clever branding and effective change management, but the business could fail if the world changes and you are unprepared.

Many debates about the future are about timing, such as the uptake of technology. But the future is also about emotion. Reactions to events such as bird flu are often more important than the events themselves.

Read the whole article by Patrick Dixon - on managing uncertainty, agile leadership, the power of tribes (social groups of all kinds) and the opportunities from longer life expectancy.

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