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Raymond . . .

Overview. As The Future Laboratory co-founder Martin Raymond explains in his latest edition of The Trend Forecaster's Handbook, the world of forecasting has become increasingly complex

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**The Trend Forecaster's
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shows, while the rest of us have to work at it, usually in teams of varying ability and organisations where innovation is discussed but seldom delivered.

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The Trend Forecaster's Handbook 'Firefighters who said they 'just knew what to do' were actually relying on what their years of experience bought them - the ability to recognise patterns, a sense of what is

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typical, the ability to see anomalies and their beliefs about what is possible.' But back to those firefighters.