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NOTICE TO READERS

DOT-COM THIS

Dot-com overload will short circuit many high expectations for huge profits in Internet commerce, entertainment and the wide array of dot-com services. Following the holiday season, many of today's high flying Internet stocks, the hottest IPOs, and newly emerging IPO-wannabees will have begun the descent from their overvalued heights.

In their attempt to promote their sites and capture eyeballs, the Internet marketplace has flooded broadcast and print media with hundreds of millions of dollars worth of advertising. But rather than winning the hearts, minds, and credit cards of on-line consumers, those advertising dollars have mostly spread confusion and diluted the message.

SHOW ME THE MONEY

Desensitized by the cacophony of competitors trying to stand out from the dot-com chorus, the consumer is unable to even remember the alphabet of dot-coms, put them together with the products or services they're selling, or distinguish the difference between them.

By mid-2000 the fall-out from the failing dot-coms will have worked its way through Wall Street forcing both a correction in the market and a return to sound investment principles. Internet companies that produce real-time profitability and performance, rather than promises of long-term potential, will win both a secure place on the net and investor dollars.

"Five-O" Formula To Shape Economic Future

The 21st century economy will operate off a new set of equations defined by market forces and conditions that did not exist in the 20th. The sudden convergence of globalization and computerization has resulted in a dramatic reshaping of principles and a rethinking of formulas that were basic to the economies of the past. The new "Five-O" formula, identified and defined by the Trends Research Institute, will be the driving force and regulator of the future health of the world's business.

NEW DEALS

A fast-track trend to globalization

(with reduced tariffs, freed markets and thrown open borders) and a massive wave of computerization that has created new tools of efficiency unimaginable in a pre-wired world, have reacted to create the "Five-O" formula:

■ **Overproduction** – there are more products and services available worldwide than can ever be consumed.

■ **Overcapacity** – there is a glut of advanced facilities and excess service capabilities to supply the world marketplace with more than can ever be consumed.

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The Narcissistic 90s: Big Houses, Big Cars and Big Mouths

Every decade is remembered for some expression of its zeitgeist. By their actions and their deeds, overindulgent Americans have unwittingly branded the last decade of the old millennium The Narcissistic Nineties. Grippled by the exhilaration of years of record-breaking economic growth and bedazzled by the prestige and power bestowed on market-makers and money makers, the new narcissists have thrown themselves into the pursuit of material wealth

and self-centered grandiosity.

SIGN OF THE TIMES

Issues once high on the nation's moral agenda and central to the promise of an enlightened society have slipped from the collective consciousness. Environmentalism, conservationism, respect for others, and social awareness have been replaced by the need to succeed at all costs, regardless of any cost.

Signs of a narcissistic society are seen on city streets and

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