SOCIAL FORECASTING FOR COMPANY PLANNING

Edited by Brian C. Twiss





Contents

List of Figures	ix
List of Tables	хi
Notes on the Contributors	xiii
Foreword J. Christopher Higgins	xviii
Introduction Brian C. Twiss	xxi
Part 1 THE CONCEPTS AND TECHNIQUES FOR FORECASTING SOCIAL CHANGE AND ITS IMPACT ON BUSINESS	ī.
1 The Concepts and Techniques of Social Forecasting Brian C. Twiss	3
2 Macro-social Forecasting and Areas of Ignorance Ronald J. Brech	25
3 Measuring Change in Social Attitudes – Leadir Indicators Tom Punt	ng 61
4 Discontinuities in Social Attitudes Peter M. S. Jones	76
5 Designing and Installing a System for Social Forecastin	ng 109

Part 2
BUSINESS APPLICATIONS OF SOCIAL FORECASTING IN EUROPE ANI
THE USA

0	Bernard Jones	139
7	Social Forecasting in Pilkington – Two Examples Philip Holroyd	158
8	Historical Perspectives of Societal Change and the use of Scenarios at Shell Michael Jefferson	188
9	Socio-political Forecasting: the General Electric Experience Ian H. Wilson	210
10	The Use of Cross-impact Analysis for Social Forecasting at Monsanto – An Example J. Kenneth Craver	239
Part 3	}	
TWO VI	EWS OF THE FUTURE	
11	Forecasts of Trends in the Post-Industrial Society Tom Stonier and Peter Thornton	255
12	A Psycho-Socio-Politico-Economic View of the Future Ronald J. Brech	272
Index		307