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The Near Future Report is an investment advisory focused on identifying: not the trends of the next five years... not the trends of the next decade... But the trends of today – those right around the corner and at the point of mass adoption. Editor Jeff Brown is a high-technology executive and Cars of the future won't take flight, but they will do a lot of things on their own. We explore how smart cars actually will become by the year 2021. The industry's top innovators will present new technologies expected to launch next year and share how existing trends will impact local media. British writer Richard Watson advises organisations on the future, focusing on innovation and scenario planning. He is the author and publisher of What's Next, a quarterly report on global trends and writes about trends for a number of people and publications including Fast Company.