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## Future Summary

Visions Editors

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## SUMMARY

The two key elements to future development are: (1) a willingness to change and (2) knowing how and when to take risks to be on the cutting edge of innovation. Beyond these attitudinal components the individual must be able to creatively apply content to effectively fulfill customer needs. Effective, in this context, is development of an ability to sustain profits while having a positive impact upon the customer and instilling in him/her a desire to return. The result is a consumer who makes wise choices. There have not been many innovators. The one common characteristic that describes most of them is a risk taker. An example of one of these individuals was Walt Disney.