

Predictions 2008: Fighting a recession and increasing trust

By [Louis Columbus](#)

8 Jan 2008

With the risk of a recession hanging around throughout 2008 like a high maintenance relative who doesn't know when to go home after the holidays, business intelligence is going to be the foundation for fighting back bad economic news, and creating entirely new approaches to measuring marketing, manufacturing, services, pricing and operations performance.

Instead of just jotting down the top trends that have a high probability of success and therefore are safe as predictions, I thought it would be interesting to first look at what the best bloggers have to say and see what the implications are for manufacturing, then go out on a limb and make some predictions.

Beginning with Jeff Nolan's [Venture Chronicles](#) blog, his [predictions](#) are worth a quick read and some thought. Jeff's Venture Chronicles blog consistently delivers exceptional content, and is worth adding to your RSS Reader as well.

From [Paul Greenberg](#) who is considered the leading blogger and author in the CRM industry, his predictions are also worth checking out. Read his predictions [here](#); they are thought provoking for any manufacturer working to stay and grow relevant to their customers.

Bob Parker and his team at Manufacturing Insights of IDC serve up an excellent set of predictions every year. He and his team are providing a free webcast of manufacturing predictions on 8 January 2008 and you can [register free](#) (simple opt in). IDC is really good about not barraging you with unwanted spam mail and calls too - so no worries opting in to listen to this.

Read the full article [here](#).

For more, visit: <https://www.bizcommunity.com>