

MEDIA RELEASE

12th June 2008

Looking to the future of business in today's rapidly changing world

Like everything else today, business operates at a frenetic pace. Deals are done, finance changes hands and contracts are signed in the blink of an eye.

How then do business people keep up with the dynamics and information flow that allows this to happen?

Phil Ruthven, the founder and chairman of IBISWorld, an international corporation providing online business information, forecasting and strategic services with unprecedented accuracy could well hold the answer to that question.

Mr Ruthven will present his address "from regional trends to viable futures" to Committee for Ballarat's Round Table Dinner tonight (Thursday, June 12).

Committee for Ballarat Chair Professor David James said Mr Ruthven was considered by many to be the most respected strategist and futurist on business, social and economic matters.

"IBISWorld's clients include more than one-third of Australia's Top 1000 corporations and government authorities and more than 100 of the major U.S. corporations so Mr Ruthven's reputation is well earned.

"His insights into business today and into the future will be hugely beneficial to all who attend the dinner and could well provide new direction for many businesses and the region," Professor James said.

IBISWorld's reputation has arisen from its astute forecasting and advice which are based on its unique and comprehensive databases. Its foresight and insight into business trends is outstanding with an envious record of accuracy.

Mr Ruthven himself is one of Australia's most frequent and prolific media commentators and is widely considered the nation's most respected strategist and futurist on business, social and economic matters.

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