

THE WAY WE'LL BE

A PRESENTATION TO THE WORLD AFFAIRS
COUNCIL OF WESTERN MASSACHUSETTS
BY INTERNATIONAL POLLSTER

JOHN ZOGBY

Date: December 3rd

Time: 5:30 PM, Reception & Dinner

Location: Springfield Sheraton at Monarch Place

Cost: \$35 per person

For more information, call **(413) 733-0110** or
email cmelcher@worldaffairscouncil.com

“The conventional wisdom about the United States—that we’re isolated from the world, politically fragmented, and inclined toward material pleasure—isn’t just flawed; it may be 180 degrees from the truth. In this far-reaching and illuminating look at contemporary American life, I reveal nothing less than The Way We’ll Be. Drawing on thousands of in-depth surveys conducted especially for the book, you will discover where we’re headed—politically, culturally, and spiritually.”

- **John Zogby, President of Zogby International, about his new book, “The Way We’ll Be”**



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On John Zogby and his new book “The Way We’ll Be”

“He anticipates skepticism and answers potential arguments with a combination of intelligent rebuttal, winning modesty and full disclosure about the limits of his methodology.”

- **The Washington Post**

“John Zogby knows what you want. As the founder of polling firm Zogby International, he is an expert at charting consumer preferences on the basis of answers to his wide-ranging surveys.”

- **Time**

“John Zogby, famous for his political polls, predicts that by 2020, we’re going to be more Zen-like, less materialistic, and more tolerant. If that sounds overly idealistic, consider this: In one of his surveys, over one third of respondents said they believed they could achieve the American dream through spiritual fulfillment rather than material success.”

- **U.S. News & World Report**



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