

| THINKING 1.0 | THINKING 2.0 | THINKING 3.0 | THEME |
|----------------------------------|--|-------------------------|---------------------------------|
| defunct | dys/functional | funky | quality |
| 1990-2000 | 2000-2010 | 2010-2020 | time |
| web 1.0 | web 2.0 | web 3.0 | webolution |
| analogue | digital | digilogue | technology |
| property | free | creative commons | entertainment |
| left brain | right brain | rewired | business design |
| male | female | androgynous | culture |
| baby boomer | generation x | generation y | generational trends |
| closed | open | hybrid | innovation |
| disease model | positive psychology | holistic | psychology and happiness |
| heterosexual | homosexual | flexual | diversity |
| exploitation | corporate social responsibility | trust | corporate ethics |
| left wing/ right wing | left wing/ right wing | third way | global issues |
| IQ | EQ | FQ | intelligence |