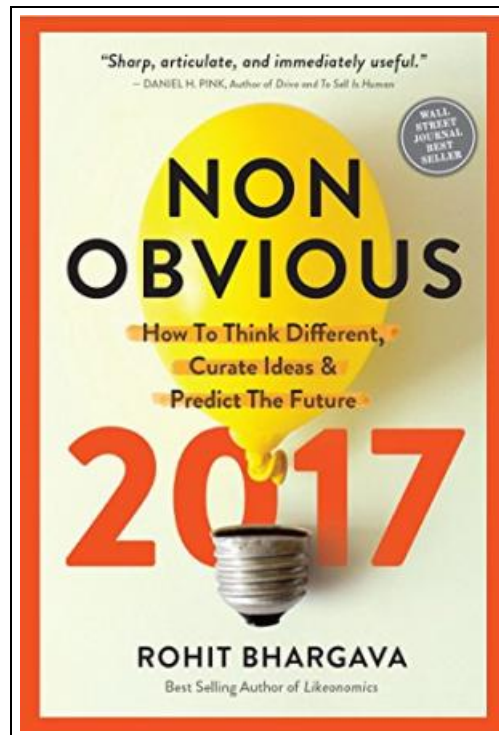


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Reviews

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NON-OBVIOUS: HOW TO THINK DIFFERENT, CURATE IDEAS PREDICT THE FUTURE (PAPERBACK)



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Ideapress Publishing, 2016. Paperback. Condition: New. 2017 ed.. Language: English . Brand New Book. WINNER of the 2017 Axiom Business Silver Medal in Business Theory! The ALL NEW 2017 edition of the Wall Street Journal bestseller Non-Obvious featuring 15 NEW trends and updated ratings of over 60 previously predicted trends! What unexpected insights can a holographic Holocaust survivor and a Japanese film about soy sauce offer us about career development? How do self-repairing airplane wings, touch-enabled skinterface tattoos and smart locks predict the next trillion dollar industry? What can the surprising popularity of an odd Norwegian TV show and the rise of quiet eating in Spain teach us about buying behavior? The answers to these questions may not be all that obvious. And that s exactly the point. For the past 7 years, marketing expert and Georgetown University Professor Rohit Bhargava has curated his best-selling list of non-obvious trends by asking the questions that most trend predictors miss. It s why his insights on future trends and the art of curating trends have been utilized by dozens of the biggest brands and organizations in the world like Intel, Under Armour and the World Bank. In this all-new seventh edition, discover what more than a million readers already have: how to use the power of non-obvious thinking to grow your business and make a bigger impact in the world. Here is a snapshot of trends featured in the report: Fierce Femininity - As gender continues to become more fluid, fiercely independent women are increasingly portrayed as heroines, seen as role models and changing the world. Passive Loyalty - The ease of switching from brand to brand continues to empowers consumers - forcing brands to get smarter about earning true loyalty of belief versus loyalty of convenience. Robot Renaissance - As the...



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