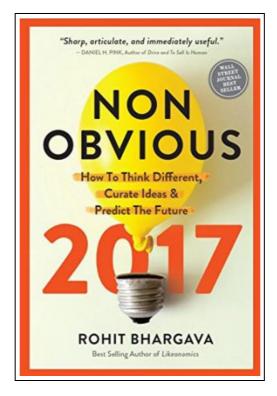
Non-Obvious: How to Think Different, Curate Ideas Predict the Future (Paperback)



Filesize: 6.45 MB

Reviews

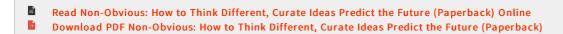
Undoubtedly, this is the best work by any author. It is really simplified but shocks within the 50 % in the publication. Its been written in an extremely straightforward way and is particularly just following i finished reading this publication by which basically altered me, modify the way in my opinion.

(Vivianne Dietrich)

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



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...



Related Kindle Books



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating...

Save Book »



Questioning the Author Comprehension Guide, Grade 4, Story Town

 $HARCOURT\,SCHOOL\,PUBLISHERS.\,PAPERBACK.\,Book\,Condition:\,New.\,0153592419\,Brand\,new\,soft\,cover\,book.\,Soft\,cover\,books\,may\,show\,light\,shelf\,wear.\,Item\,ships\,within\,24\,hours\,with\,Free\,Tracking.$

Save Book »



Read Write Inc. Phonics: Yellow Set 5 Storybook 9 Grow Your Own Radishes

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 175 x 148 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read...

Save Book »



The Day Lion Learned to Not Be a Bully: Aka the Lion and the Mouse

Createspace, United States, 2013. Paperback. Book Condition: New. Large Print. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. The beloved Classic tale The Lion and the Mouse gets the...

Save Book »



Goodnight. Winnie (New York Times Best Books German Youth Literature Prize Choice Award most(Chinese Edition)

Hardcover. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. HardCover. Pub Date: Unknown Pages: 40 Publisher: the Star Press Information Original Price: 32.80...

Save Book