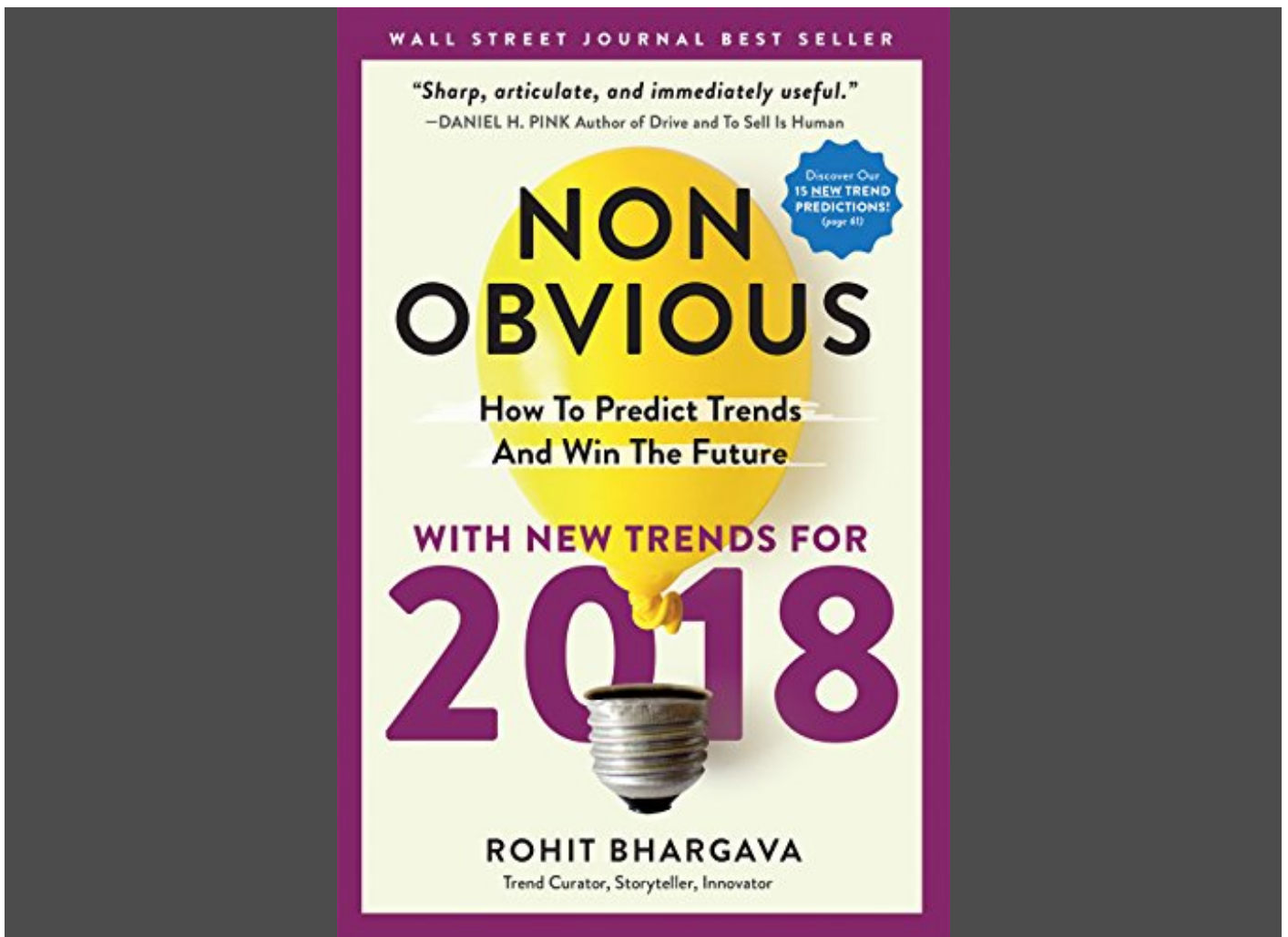


PDF | Non-Obvious 2018 Edition: How To Predict Trends and Win The Future

by Rohit Bhargava



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What secrets can a 400-year-old Turkish cymbal maker and an Icelandic hot tub etiquette video teach you about the power of storytelling?

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What insights can the world's quietest place and a clothing dye produced by former tobacco farmers reveal about serving enlightened consumers?

The answers to these questions may not be all that obvious. And that's exactly the point.

For the past 8 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.

The answers to these questions may not be all that obvious. And that’s exactly the point. For the past eight years, innovation expert Rohit Bhargava and his team have predicted 15 “Non-Obvious” trends each year. In this book, get a sneak peek at the proven methods exclusively taught to thousands of executives at leading brands, organizations and governments to develop unexpected solutions to critical problems. The power of non-obvious thinking can help you see what others miss, grow your business and make a bigger impact in the world.

In this all-new eighth 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.

In total, the Non-Obvious 2018 Edition features 15 all-new trends across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. The book also features a detailed section with a review and rating for more than 100 previously predicted trends - with longevity ratings for each.

As with the original version, this new edition of Non-Obvious also delves into the curation process the author has used for years to build his Trend Reports and takes readers behind the scenes of trend curation (much to the delight of past readers who have been asking about this for years), and show them the methodology they can use to predict the future for themselves.



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