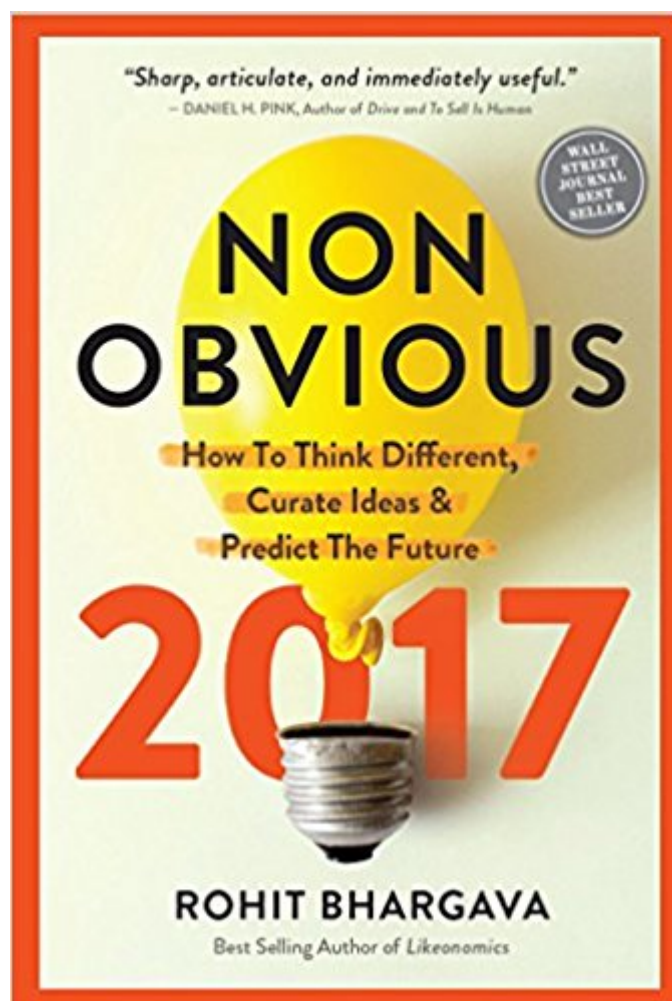The book was found

Non-Obvious 2017 Edition: How To Think Different, Curate Ideas & Predict The Future

Synopsis

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 Ã¢ ¬Å"skinterfaceÃ¢ ¬Å• 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 Ã¢ ¬Å"quiet eatingÃ¢ ¬Å• in Spain teach us about buying behavior? The answers to these questions may not be all that obvious. And thatÃ¢ ¬â„¢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. ItÃ¢ ¬â„¢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 Ã¢â ¬â œ 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 Ã¢â ¬â œ forcing brands to get smarter about earning true loyalty of belief versus loyalty of convenience. Robot Renaissance - As the utility of robots moves beyond manufacturing and into the home and workplace, they adopt better human-like interfaces and even may have micro-personalities built in. Moonshot Entrepreneurship Ã¢â ¬â œ Inspired by visionary entrepreneurs, more organizations think beyond profit and focus on using business to make a positive social impact and even save the world. In total, the Non-Obvious 2017 Edition features 15 all-new trends for 2017 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 60 previously predicted trends Ã¢â ¬â œ 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. Isaac Asimov once wrote that he was not a speed reader, but he was a speed understander. If you want to improve your business or

your career by seeing those things that others miss, and becoming a speed understander for yourself, this book can help you get there.

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Customer Reviews

"Sharp, articulate, and immediately useful." DANIEL H PINK, Author of Drive "One of those rare books that delivers ... a great read!" CHARLES DUHIGG, Author of Power of Habit "If you believe in a lifetime of learning, read this book!" JONATHAN BECHER - Former Chief Marketing Officer, SAP "Insightful, thought provoking and illuminating!" SHIV SINGH, SVP Global Head of Digital Transformation, VISA "Trends that will shape your business and decision making." SALLY HOGSHEAD, NY Times Bestselling Author "It gets better every year!" RYAN HOLIDAY NY Times Bestselling Author "A powerful argument for how curation can change your organization." SREE SREENIVASAN, Chief Digital Officer of New York City "A goldmine of ideas and trends!" GUY KAWASAKI, Bestselling author and Chief Evangelist of Canva "Well written ... a joy to read!" ANN HANDLEY, Author of Everybody Writes and Founder of MarketingProfs "Elegant, powerful and intensely engaging!" HOPE FRANK, Chief Marketing Officer, Kiosked "An invaluable guide to understanding our customer's customer." NAVEEN RAJDEV, Chief Marketing Office, Wipro

"Unlike other 'Futurists,' I donÃ¢â ¬â„¢t focus on the long term potential future, I focus on the short term certain future. But how can any prediction of the future be offered with any certainty? Well, I believe that the signs of the future are already here in the present. As I will share in this book, my

definition of a trend is simply a curated observation of the accelerating present." "Some of the biggest trends changing the world of business today are ideas that I first identified and wrote about more than three years ago. Trends like the 'rise of curation' changing how content is created and shared, or 'real time logistics' describing how organizations are using data to improve everything from supply chains to customer experiences." "Trends that I reasonably once described as Ã¢â¬Å"non-obvious,Ã¢â¬Â• over time become perfectly obvious and even fundamental. In other words, they still matter." (Rohit Bhargava)

Ã Â Hi IÃƒÂ¢Ã â¬Ã â„¢m Douglas Burdett, host of The Marketing Book Podcast and IÃƒÂ¢Ã â¬Ã â„¢d like to tell you about the book ÃƒÂ¢Ã â¬Ã Å"Non-Obvious 2017 Edition: How To Think Different, Curate Ideas & Predict The FutureÃƒÂ¢Ã â¬Ã Â• by Rohit Bhargava.When my kids were growing up, I was always surprised when people I hadnÃƒÂ¢Ã â¬Ã â„¢t seen for a while commented on how much the kids had grown. I was surprised because since I was with the kids every day, I never noticed the change. ThatÃƒÂ¢Ã â¬Ã â„¢s sort of the sensation I experience when reading Rohit BhargavaÃƒÂ¢Ã â¬Ã â„¢s bestselling annual ÃƒÂ¢Ã â¬Ã Å"Non-ObviousÃƒÂ¢Ã â¬Ã Â• books. Because we live in this always-on age of information abundance, or information oversaturation, itÃƒÂ¢Ã â¬Ã â„¢s become even more difficult to separate all the signals from the noise.Rohit BhargavaÃƒÂ¢Ã â¬Ã â„¢s ÃƒÂ¢Ã â¬Ã Å"Non-ObviousÃƒÂ¢Ã â¬Ã Â• is the antidote to that. Throughout each year, he closely observes the world around us and methodically curates the trends that matter. He categorizes them into 5 broad areas with three trends in each:1) Culture & Consumer Behavior2) Marketing & Social Media3) Media & Education4) Technology & Design5) Economics & EntrepreneurshipAnd in the book he shows you exactly how he does it so that you can learn how to better observe, think differently, and identify trends that mean something. So you might be wondering, how accurate is he? Well, with each edition he looks back and reviews all the trends from previous years and grades his previous predictions. And you know what? HeÃƒÂ¢Ã â¬Ã â„¢s got pretty good grades.In this yearÃƒÂ¢Ã â¬Ã â„¢s edition, one of the marketing trends Rohit has introduced is ÃƒÂ¢Ã â¬Ã Å"passive loyalty.ÃƒÂ¢Ã â¬Ã Â• He explains that ÃƒÂ¢Ã â¬Ã Å"as switching from brand to brand becomes easier and technology empowers consumers ÃƒÂ¢Ã â¬Ã â œ a new understanding of loyalty challenges brands to get smarter about earning true loyalty.ÃƒÂ¢Ã â¬Ã Â•He argues that there is a huge difference between a satisfied customer and a loyal one. He goes on to explain why it matters and how to use this trend.My favorite marketing trend profiled in this yearÃƒÂ¢Ã â¬Ã â„¢s book that was first

identified in his 2014 edition is that of ÃƒÂ¢Ã â¬Ã Å"lovable imperfection.ÃƒÂ¢Ã â¬Ã Å•WhatÃƒÂ¢Ã â¬Ã â„¢s lovable imperfection? ÃƒÂ¢Ã â¬Ã Å"As people seek out more personal and human experiences, brands and creators intentionally focus on using personality, quirkiness and intentional imperfections to make their products and experiences more human, authentic and desirable.ÃƒÂ¢Ã â¬Ã Å•Just a suggestion to the marketing world out there ÃƒÂ¢Ã â¬Ã â œ when a trend first identified three years ago is brought back, if you havenÃƒÂ¢Ã â¬Ã â„¢t already, you might want to work this insight into how you communicate with your customers. Most of us have our heads down throughout the year working really hard and fast and we donÃƒÂ¢Ã â¬Ã â„¢t always have the time to slow down and think about the larger trends that are occurring.If you only do that once a year, "Non-Obvious" is the chance to help you profitably discern the overall patterns from the mass of detail in our everyday lives.And to listen to an interview with Rohit Bhargava about Non-Obvious 2017, visit MarketingBookPodcast.com

As a brand strategist and entrepreneur, I follow just a few select blogs and Rohit's "The Influential Marketing Blog" is a must-read. Why? It has a unique voice and is always something I feel is relevant to understanding what's happening in today's state of ever-present change. So, as a regular subscriber I had the chance to read an advance copy of Non-Obvious 2017. Here's what I love: Rohit gives us a simple, manageable process for curating any topic. He shares steps that has helped me start to be aware of -- and elevate -- my own analysis of observations and intuitive "gut feelings" that I may have noticed previously, but didn't do anything other than ponder or dismiss. Enormously useful for anyone who wants to problem solve and stay relevant in today's world.

Rohit Bhargava's since 2008, with his first book Personality Not Included has created a curation culture where he urges his readers to think differently and curation of trends done right is not challenging or a dark art. In this book Rohit not only lists the Non0Obvious trends of 2017 but also scores himself on his previous trends. He got only 1 C grade for a trend 'Crowdsourcing" he curated in 2013. This year without being a spoilsport, I love the Moonshot Entrepreneuship. You should read this. I got my Kindle copy for .99c today, well worth it but I prefer the hardcopy. Since 2005 I have been following his non-obvious trends and as a marketer I am keen to see that Rohit creates his own path for trend curation.I was pleasantly surprised to see that "Precious Print" is a trend and I agree. I think given a choice and if the price was the same many consumers would prefer print. The Invisible technology referring to connecting information about human beings through devices not connected to the internet all the time is another well curated trend but obviously non-obvious to

many of us listening to the news and mainstream media.For all Marketers and others who want to influence behavior whether it is to get more customers or get funding this is a good book to buy every year in December.

In the past year, I have jumped into the world of trends, and have found very few resources to be as helpful as this book. It is an excellent resource in how to think about what changes in consumer preference, matched with advances in technology should cause us to demand a reassessment of how we design products and interact with our clients.

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