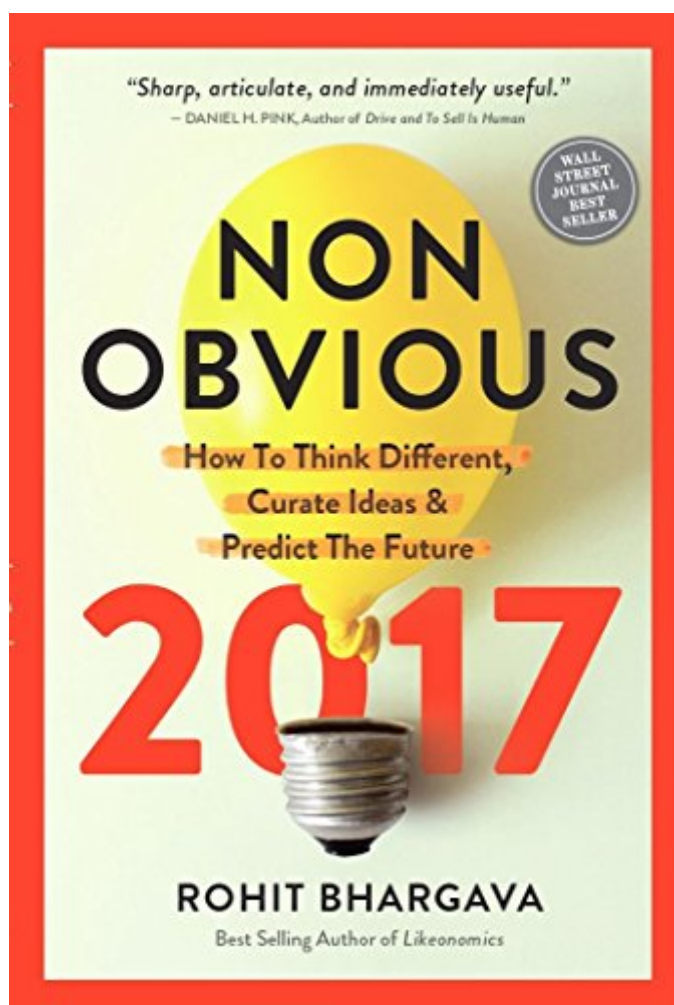


The book was found

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



Synopsis

The ALL NEW 2017 edition of the Wall Street Journal bestseller Non-ObviousFeaturing 15 NEW trends and a recap of more than 75 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 “skininterface” 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 seven years, marketing and innovation expert Rohit Bhargava has curated 15 “non-obvious” trends every year, publishing over 100 actionable trends since 2011. In this annual edition, Bhargava shares his latest research into 15 new trends for 2017, his process of curation and five essential habits that can help anyone use the power of non-obvious thinking to see what others miss, grow their business and make a bigger impact in the world.

Book Information

File Size: 2987 KB

Print Length: 324 pages

Publisher: Ideapress Publishing (December 4, 2016)

Publication Date: December 4, 2016

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B01NBF4HMU

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #41,360 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #6

in Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #10

in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Planning & Forecasting #19 in Books > Business & Money > International > Global Marketing

Customer Reviews

Hi Iâ€™m Douglas Burdett, host of The Marketing Book Podcast and

I'd like to tell you about the book "Non-Obvious 2017 Edition: How To Think Different, Curate Ideas & Predict The Future" by Rohit Bhargava. When my kids were growing up, I was always surprised when people I hadn'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. That's sort of the sensation I experience when reading Rohit Bhargava's bestselling annual "Non-Obvious" books. Because we live in this always-on age of information abundance, or information oversaturation, it becomes even more difficult to separate all the signals from the noise. Rohit Bhargava's "Non-Obvious" 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 Behavior 2) Marketing & Social Media 3) Media & Education 4) Technology & Design 5) Economics & Entrepreneurship. And 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? He's got pretty good grades. In this year's edition, one of the marketing trends Rohit has introduced is "passive loyalty." He explains that "as switching from brand to brand becomes easier and technology empowers consumers a new understanding of loyalty challenges brands to get smarter about earning true loyalty." 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 year's book that was first identified in his 2014 edition is that of "lovable imperfection." What's lovable imperfection? "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." Just a suggestion to the marketing world out there when a trend first identified three years ago is brought back, if you haven'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 don'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 Non-Obvious 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 Entrepreneurship. 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.

[Download to continue reading...](#)

Non-Obvious 2017: How To Think Different, Curate Ideas and Predict The Future Non-Obvious
2017 Edition: How To Think Different, Curate Ideas & Predict The Future Non-Obvious: How to
Think Different, Curate Ideas & Predict The Future Do You Think What You Think You Think?: The
Ultimate Philosophical Handbook In 100 Years: Leading Economists Predict the Future (MIT Press)
The Complete Guide to the Tarot: Determine Your Destiny! Predict Your Own Future! Solar
Cooking: Different Types of Solar Cookers: The Pros and Cons of Different Types of Solar Cookers
and What Will Work Best For You Cool Colleges: For the Hyper-Intelligent, Self-Directed, Late
Blooming, and Just Plain Different (Cool Colleges: For the Hyper-Intelligent, Self-Directed, Late
Blooming, & Just Plain Different) Beta-Blockers in Hypertension and Angina Pectoris: Different
Compounds, Different Strategies 40 Days of Decrease: A Different Kind of Hunger. A Different Kind
of Fast. The Mystery of the Shemitah: The 3,000-Year-Old Mystery That Holds the Secret of
America's Future, the World's Future, and Your Future! The Asperkid's (Secret) Book of Social
Rules: The Handbook of Not-So-Obvious Social Guidelines for Tweens and Teens with Asperger
Syndrome The Gray Rhino: How to Recognize and Act on the Obvious Dangers We Ignore Obvious
Fact, An (Longmire Mysteries) The Miracle Morning: The Not-So-Obvious Secret Guaranteed to
Transform Your Life (Before 8AM) Isn't It Obvious? Isn't It Obvious? Revised Isn't It Obvious?
Isn't It Obvious?: A Business Novel on Retailing Using the Theory of Constraints Everything Is Obvious:
How Common Sense Fails Us Everything Is Obvious: *Once You Know the Answer

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)