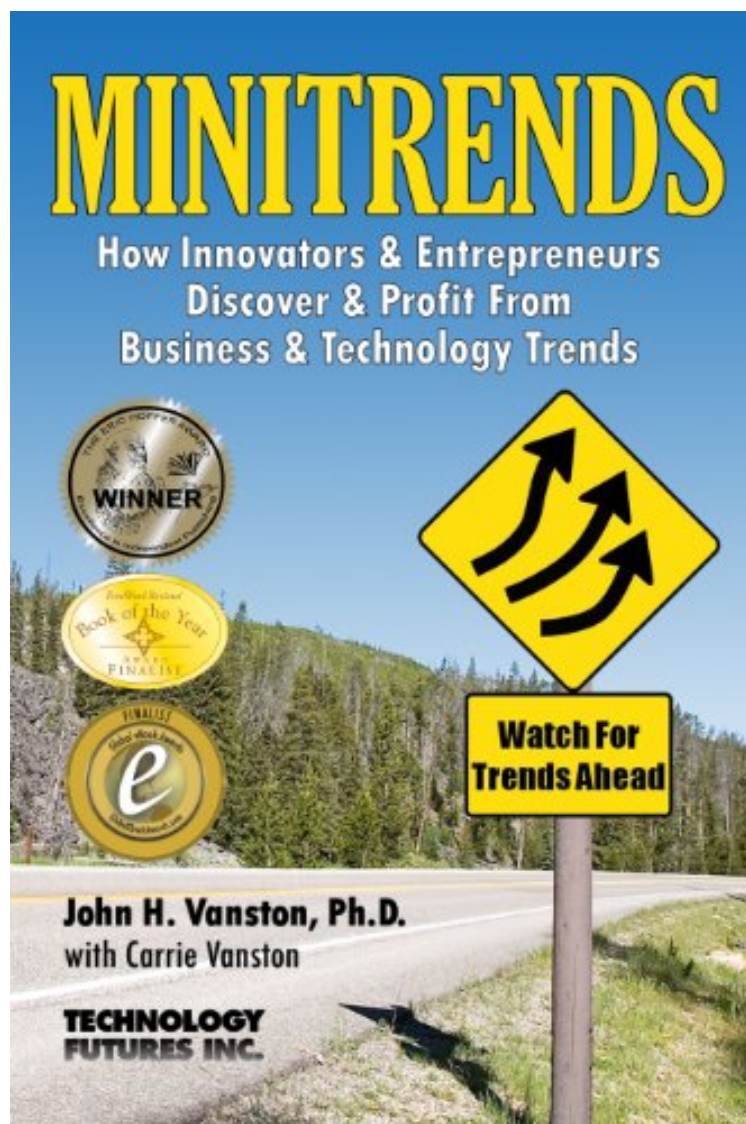


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Minitrends: How Innovators Entrepreneurs Discover Profit From Business Technology Trends: Between Megatrends Microtrends Lie MINITRENDS, Emerging Business Opportunities in the New Economy

John H. Vanston

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Minitrends: How Innovators Entrepreneurs Discover Profit From Business Technology Trends: Between Megatrends Microtrends Lie MINITRENDS, Emerging Business Opportunities in the New Economy*:

1 of 1 people found the following review helpful. Practical resource for profiting from technology trends
By Austin
This book targets actionable trends and is full of practical advice. Every chapter contains specific strategies with lists of specific resources and internet links. It's not a theoretical or academic discussion, but rather a straightforward, very dense outline for identifying and benefitting from technology trends. The techniques, resources and strategies are as relevant in Corporate America as they are in two-man entrepreneurial endeavors and I've been able to apply lessons from this book in both settings. I wish even half of the books I read in business school would have contained as much useful information.
1 of 1 people found the following review helpful. Good information and resources
By G. R. Sumpter
I am finding the book very interesting. It is a bit out of date but the information is solid and still very useful. It attempts to give you information on how to "predict" future events and how you might take advantage of this information.
1 of 1 people found the following review helpful. Five Stars
By louardgreat

Find, Evaluate, Profit! *MINITRENDS* provides a practical formula for extracting business opportunities from emerging trends that have a realistic chance of becoming profitable in the next 2-5 years. Minitrends are of a scope and importance to offer attractive business opportunities to individuals and organizations that are alert enough to recognize them, perceptive enough to appreciate them, and clever enough to take advantage of them. Readers learn:
How and where to search for Minitrends
How to evaluate the business attractiveness of a Minitrend
How to develop an effective Minitrend Exploitation Scheme
How to turn the scheme into a profitable business opportunity
MINITRENDS is based on author Dr. John H. Vanston's more than 30 years of experience in identifying and applying technical, social, and business trends. The book shows:
Individual entrepreneurs how to identify, assess, and exploit new business opportunities
Decision makers in small and mid-size businesses how to gain advantage by recognizing and utilizing emerging trends
Innovative thinkers in large businesses how to distinguish themselves by their special perceptiveness
Investors how to uncover attractive new investment opportunities
In addition to how-to advice, *MINITRENDS* provides background, current trends, and business opportunities for several attractive Minitrends.

The Pinnacle Book Achievement Best Business Book Winner An Eric Hoffer Business Book of the Year Award Winner -- "The ability to capitalize on newly emerging business trends is the premise of this book. There are 'Minitrends' all around us, defined as those that 'promise to become significantly important within the next two to five years.' ...By reading this book, you will learn how to take hold of these opportunities, overcome common obstacles, and ultimately profit from Minitrends." -- The Eric Hoffer Project
ForeWord s' Business Book of the Year Award Finalist -- "Vanston has the ability to discuss minitrends conceptually, as well as describe specifically how the reader can discover and potentially profit from them. The author's enthusiasm for the subject is infectious, and readers looking for new business opportunities are likely to share that enthusiasm. This is a book that should inspire many readers to take action." -- ForeWord s USA Book News' Entrepreneurship Small Business Book of the Year Award Finalist Dan Poytner's Global eBook Business Book of the Year Award Finalist
"Vanston's company, Technology Futures, has been making predictions about technology and business trends since 1978. Here, he describes how individual entrepreneurs, as well as companies, can find and exploit "Minitrends"--small trends (not yet recognized by the public) that have the potential to grow. In five sections, he describes them and where they can be researched, lists a few he thinks have promise (such as providing facilities for growing numbers of freelance workers), and concludes with methods for developing products and services that exploit these trends. ...This title offers a new take on possible product development and investment avenues..." --Library Journal
"In *MINITRENDS*, Technology Futures Inc. chairman John Vanston has distilled insights and techniques developed over a highly successful career in technology forecasting into a 189-page do-it-yourself guide to the early identification of those emerging developments that eventually become the next big things." --The Futurist
"This book spotlights specific "Minitrends" and trains people how to recognize them and take advantage of related job opportunities." --Yahoo News
"*MINITRENDS* should quickly become a-if not the-standard work for the futurist's search for business opportunities." --Joseph Coates, The Foresight Network's Futurist of the Year
"For the individual who wants to improve their personal finances, this volume proceeds from the process of searching for a Minitrend to developing an exploitation scheme." --Book News (Annotationcopy;2011 Book News Inc. Portland, OR)
From the Author
"The best way for individuals and businesses seeking to start new ventures or keep existing business innovative and competitive is to be constantly on the lookout for emerging trends that are not yet widely recognized. *MINITRENDS* is designed to help people do just that by providing
practical guidance to individuals and organizations of all sizes for extracting business opportunities from emerging trends that have a realistic chance of becoming profitable in the next 2-5 years.
By providing a mindset and process for initial idea generation and techniques to analyze and exploit these

ideas, I hope this book provides you with the tools to launch your own exciting, profitable 'Minitrend Adventure.'"From the Inside Flap" After reading MINITRENDS, I put on my Futurist hat, created my own list of trends, and looked for overlaps between them to identify untapped business opportunities that match my interests and skills. The trends I researched included rising healthcare costs, telehealth digital home technologies, wireless broadband social media, and the baby boomer desire to age in place in their own homes. I found a great fit, and my new business is a growing online community. Thanks, for the inspiration."--Wayne Caswell, Modern Health Talk