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# Trend-Driven Innovation: Beat Accelerating Customer Expectations

Henry Mason, David Mattin, Maxwell Luthy, Delia Dumitrescu  
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#436136 in eBooks 2015-10-02 2015-10-02 File Name: B017TJ12QK | File size: 28.Mb

**Henry Mason, David Mattin, Maxwell Luthy, Delia Dumitrescu : Trend-Driven Innovation: Beat Accelerating Customer Expectations** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Trend-Driven Innovation: Beat Accelerating Customer Expectations:

0 of 0 people found the following review helpful. Clear and straight-forward about the way to innovate based on trends  
By Helen Rozanova  
In November 2014 I was lucky to attend a workshop on trends by David and Delia in Milan (ICSC conference). It was clear then that the approach of spotting trends and delivering innovative ideas is of high importance not only to shopping centre industry but to everyone who wants to be successful with their customers. This book is clear explanation of how one can start working towards this. It will definitely be one of the main resources in my work and often recommended to clients and colleagues.  
2 of 2 people found the following review helpful. Five Stars  
By Evadne Giannini  
Excellent book and very well laid out. The sections are comprehensive and information is accessible. Thank you  
1 of 1 people found the following review helpful. Worth the read. Gives helpful insight into how and ...  
By anonymous486  
Worth the read. Gives helpful insight into how and what to consider while contemplating/developing new products or ideas. That's followed up with "templates/maps" as helpful tools.

Trend-Driven Innovation  
Beat accelerating customer expectations.  
Every business leader, entrepreneur, innovator, and marketer wants to know where customers are headed. The problem? The received wisdom on how to find out is wrong.  
In this startling new book, the team at TrendWatching share a powerful, counter-intuitive truth: to discover what people want next, stop looking at customers and start looking at businesses. That means learning how to draw powerful insights from the way leading brands and disruptive startups—;from Apple to Uber, Chipotle to

Patagonia—redefine customer expectations. Sharing the secrets that have led thousands of the world's most successful brands and agencies to rely on TrendWatching for over a decade, Trend-Driven Innovation is the book that will reconfigure your view of the business world forever. You'll learn: How to spot emerging trends using three crucial building blocks, and how to recognize the expectation gaps that herald opportunity. Why most professionals focus on precisely the wrong trends and innovations, and how to avoid this. How to turn trends and insights into innovations that customers will love. Amid the endless change that defines today's business environment, opportunity is everywhere. Highly practical, and featuring real-world examples from around the world, Trend-Driven Innovation is the actionable, battle-tested manual that will enable you harness those opportunities time after time. Setting you up to build an organization that matters, products customers love, and campaigns people can't stop talking about.

From the Back Cover **TURN OVERWHELM INTO OPPORTUNITY. HERE'S HOW** Every business leader, entrepreneur, innovator, and marketer wants to know where customers are headed. The problem? The received wisdom on how to find out is wrong. This book demonstrates a powerful, counterintuitive truth: to anticipate what people will want next, stop looking at customers and start looking at businesses. That means learning how to draw actionable insights from the way leading brands and disruptive startups—;from Apple to Uber, Chipotle to Patagonia—;redefine expectations. Sharing the secrets that have led hundreds of thousands of professionals at the world's most successful brands and agencies to rely on TrendWatching for over a decade, Trend-Driven Innovation will reconfigure your view of the business world. Highly visual and intensely practical, it will act as a step-by-step manual to enable you to build an organization that matters, products customers love, and campaigns people can't stop talking about. "If you're an innovator, designer, entrepreneur, or in need of one, read this book. It is entertaining and pathologically precise, and unveils a simple and elegant system for spotting early trends that may reshape our business, community, and life." —;Lisa Gansky, entrepreneur, investor, author of The Mesh