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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.

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Non-Obvious 2018 Edition: How To Predict Trends And Win ...
Non-Obvious 2018 Edition: How to Predict Trends and Win the Future By: Rohit Bhargava Narrated by: David Zarbock

Non-Obvious 2018 Edition: How to Predict Trends and Win ...
-The ALL-NEW 2018 Edition of the best selling Non-Obvious Trend Report series coming December 5, 2017! -The Non-Obvious series is an annual trend report featuring 15 updated predictions every year on top trends likely to affect business and consumer behaviour in the upcoming year.

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Non Obvious | Non-Obvious 2018: SIGNED COPY
The 2018 Edition of Non Obvious is a must-read. It is chocked full of counter-intuitive trends that make a lot of sense once you read them. Everyone involved in corporate marketing, brand management, or customer relations should read this book immediately! Five Stars! Leer más.

Non-Obvious 2018 Edition: How To Predict Trends and Win ...
After I read 2017, I was in love with the book. It offered amazing insights into things I should be aware of as a business owner and marketer. After reading the 2018 edition, this time for a business book club I started, it was more underwhelming. I found a lot of these insights to be not non-obvious at all.

Non-Obvious: How to Think Different, Curate Ideas ...
Non-Obvious & The 2018 Non-Obvious Trend Report. In this current edition of Non-Obvious, readers will see a brand new format and layout with significant updates throughout the book. Some of the most popular trends from this year's report include "Truthing" (how we trust in face to face interactions more than any other type), "Brand ...

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Non-Obvious 2018 In this edition of Non-Obvious, readers saw an upgraded interior layout from previous years with significant updates throughout the book.

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Trend Research - Rohit Bhargava
Non-Obvious 2018 Edition: How to Predict Trends and Win the Future: ... In this newly updated fifth edition of Non-Obvious, discover what more than half a million others already have: how to use the power of non-obvious thinking to grow your business and make a bigger impact in the world.

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