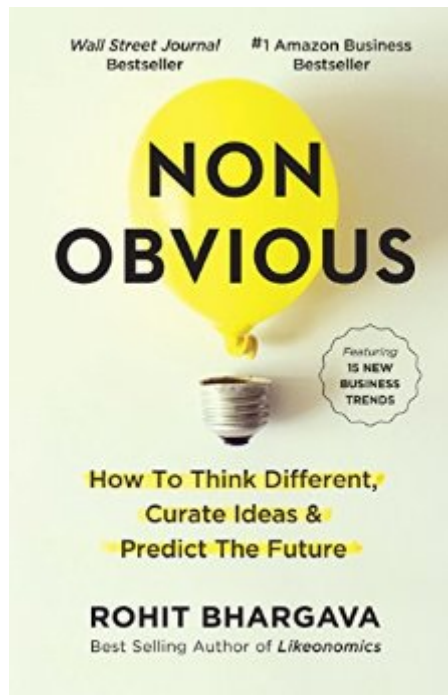# Non-Obvious: How To Think Different, Curate Ideas & Predict The Future

Synopsis

Wall Street Journal Bestseller#1 Kindle Business Bestseller#1 in Marketing#1 in EntrepreneurshipTOP 50 of ALL Kindle BooksWhat do Disney, Bollywood, and â œThe Batkidâ • teach us about how to create celebrity experiences for our audiences? How can a vending-machine inspire world peace? Can being â œimperfectâ • make your business more marketable? Can a selfie improve oneâ ™s confidence? When can addiction be a good thing? The answers to these questions may not be all that obvious. And thatâ ™s exactly the point. For the past 4 years, marketing expert and Georgetown University Professor Rohit Bhargava has curated his best-selling list of â œnon-obviousâ • trends by asking the questions that most trend predictors miss. Itâ ™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 fifth edition, 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. Non-Obvious is filled with entertaining insights like how a pioneering comedy club charging audiences per laugh may forecast the future of consumption or how a wave of tech firms hiring yogis and offering classes in mindfulness may change the overall culture of business.Other trends featured in the report include:â ¢ The Reluctant Marketer - Why brands are focusing less on traditional marketing and promotion and more on content marketing and customer experience. â ¢ Glanceable Content - How companies are leveraging our shrinking attention span to create experiences designed for rapid consumption.â ¢ Small Data - How all the excitement about â œbig dataâ • in business may be misguided and true value comes from learning to leverage the tiny focal points that matter. In total, Non-Obvious features 15 all-new trends for 2015 across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. Each is designed to help you take a deeper look at the changing landscape of business and prepare your business for the future.For the first time ever, 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 â œtrend curationâ • (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. Finally, Non-Obvious takes a brutally honest look back at more than 60 previous trends from 2011 to 2014, providing an honest assessment of what came true, what was a dud, and why it matters. In the end Non-Obvious is a book that will show you how to think different, curate your ideas and get better at predicting what will be important tomorrow based on learning to better observe patterns in the world today. Isaac Asimov once wrote that he was not a

speed reader, but he was a â œspeed understander.â • 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

When first starting to read "Non Obvious," it struck me as a fresh and innovative way to look at the world and a better way to see where we're all headed. This was also a timely read for me, as I'm on several teams working to integrate the best practices of several acquired companies into several differentiated brands. Our goal is to change the way consumers think about sleep as they choose mattresses. I was meeting during the day comparing our practices and training approaches, while reading "Non Obvious" during the evenings.Bhargava starts with an excellent description of his methodology and--from that--introduces the 15 trends he has curated for 2015. This juxtaposition of a work project and recreational reading at first seemed to suggest some unique ways for us to tie our store, selling and delivery experiences to some of the trends Bhargava was describing. This reminded me of a way a previous employer back in the 80's tried to tie its new line of fashion products to trends they saw each year. They researched what was hot in the culture and married

slides of those trends with music to introduce our products to retail buyers. This seemed very much in line with what Bhargava describes as his research method.Unfortunately, this process doesn't seem to be as effective for us in our present effort. As other reviewers have noted, there is redundancy and some blurriness between these current trends. Where Bhargava bases his predictions on his unique way of scanning magazines and other cultural indicators, I'm not sure typical business people think this way. They are more apt to make decisions based on past stories and experiences they've had within the business.

The futureIn Bookbuzz we spend a lot of time in the future. That is because a lot of books try to predict the future. With a variety of success. What we do know from reading and using all these books that there are strong themes that come through.Future proofingWe try to explain to our clients (and non-clients) that reading books will keep you future proof. Trend watching is one of the tools that will keep you future proof. Business is not only about today, it is most definitely also about tomorrow. It is about being in business 5-10 years in the future.Staying in business is becoming increasingly difficult. VUCA, technology, sentiment, information overload, attention deficit and the refusal to slow down and reflect, makes Bookbuzz more and more relevant. You need us to help you filter, curate, reflect and apply (that is our claim and we are sticking too it).Trend watchingFor us trend watching started a long time ago with Faith Popcorn and the popcorn report. Then we had â œFunky businessâ •, â œFuture filesâ •, â œMegachange 2050â •, â œThe Shiftâ • and a speeding up of more books on the future in the last year. Books such as â œThe second machine ageâ •, â ˆFuture visionâ • and the very recent â œExponential organisationsâ • and â œBoldâ •. And you should probably (just for the craic) throw in all of Nassim Talebâ ™s books.Future visionThe best lesson is from â œFuture visionâ •. The faster you go, the further you need to look aheadâ •. As a CEO you now need to move at the speed of Formula 1.Non obviousWhat Rohit Bhargava has done is not only give you some interesting trends to consider, but he also gives an â œhow toâ • on becoming a trend watcher yourself. Which in our view is an essential skill for every business.

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