



The Next Big Thing: Spotting and Forecasting Consumer Trends for Profit

William Higham

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Trend forecasting is a science: tomorrow is predictable. Understanding consumer trends means the difference between corporate success and failure, as trends affect every sector and every market. The success or failure of global brands from Dove to Apple, McDonalds to Coca Cola is increasingly recognised as being trend-driven. For companies to survive, they will need to understand how to take advantage of these changes, rather than just react to them.

The Next Big Thing reveals how trends work, how to spot them, and then how to use that knowledge to gain financial and competitive advantage. Full of examples of trends and comments from industry insiders, it also includes case studies of companies that benefited from spotting trends and those who lost out by not spotting them. The Next Big Thing will enable you to anticipate, prepare for and benefit from trends.

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