



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

William Higham

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Understanding and predicting trends can put organizations in control, boosting profits and placing them ahead of their competitors. *The Next Big Thing* reveals how consumer trends work, how to spot them, and 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. Find out about new market trends spotted by the author, including the “Come Together” trend, the “Gender Blending” trend, and more.

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