



# **Non-Obvious 2017 Edition: How To Think Different, Curate Ideas & Predict The Future**

*Rohit Bhargava*

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The ALL NEW 2017 edition of the Wall Street Journal bestseller Non-Obvious featuring 15 NEW trends and updated ratings of over 60 previously predicted trends!

**Moonshot Entrepreneurship** – Inspired by visionary entrepreneurs, more organizations think beyond profit and focus on using business to make a positive social impact and even save the world. In total, the Non-Obvious 2017 Edition features 15 all-new trends for 2017 across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. The book also features a detailed section with a review and rating for more than 60 previously predicted trends – with longevity ratings for each. As with the original version, this new edition of 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 trend curation (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. Isaac Asimov once wrote that he was not a speed reader, but he was a speed understander. 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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