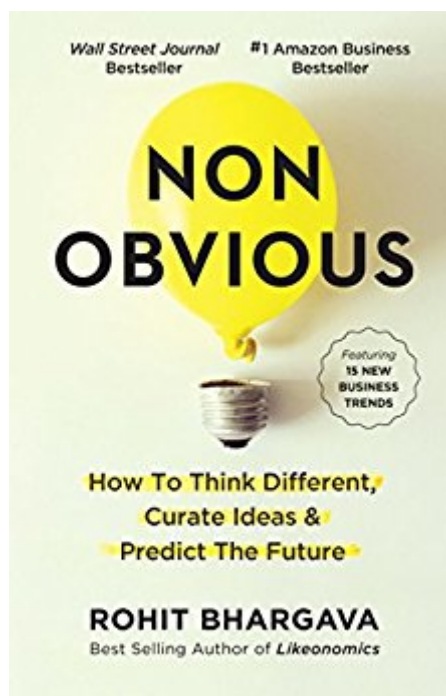




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# Non-Obvious: How To Think Different, Curate Ideas & Predict The Future



## Synopsis

The NEW 2017 Edition Of This Book Is Now Available! Buy It Here: <http://a.co/96jKdz6> Wall Street Journal Bestseller#1 Kindle Business Bestseller#1 in Marketing#1 in EntrepreneurshipTOP 50 of ALL Kindle BooksWhat do Disney, Bollywood, and "The Batkid" teach us about how to create celebrity experiences for our audiences? How can a vending-machine inspire world peace? Can being "imperfect" make your business more marketable? Can a selfie improve one's confidence? When can addiction be a good thing? The answers to these questions may not be all that obvious. And that's exactly the point. For the past 4 years, marketing expert and Georgetown University Professor Rohit Bhargava has curated his best-selling list of "non-obvious" trends by asking the questions that most trend predictors miss. It'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: The Reluctant Marketer - Why brands are focusing less on traditional marketing and promotion and more on content marketing and customer experience. Glanceable Content - How companies are leveraging our shrinking attention span to create experiences designed for rapid consumption. Small Data - How all the excitement about "big data" 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 "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. 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 “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.

## Book Information

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## Customer Reviews

I had never heard of Rohit Bhargava, although I now wonder why not. Apparently the author of "Non Obvious" has been writing trend or forecast types of books for years. As a business owner and business book collector, I admit to being often jaded towards the latest book claiming to pick trends, be it in tech, social media or other areas. It was comforting to see early on in the book, a chapter titled "Why (Most) Trend Predictions are Useless". A self policing, humble trend picker? Could it be? The answer is yes. In this tremendously well written book, I learned that traits such as "being curious" and open minded can lead an average business owner like me to be able to spot trends. It doesn't take a crystal ball or a rolodex of insiders passing information to accurately assemble one's own trend forecast. Indeed, as I was reading Non Obvious, I wrote down a trend I see coming throughout 2015 and into 2016 that will likely alter my business and just by being prepared, I expect

I'll have an insurmountable edge over my nearest competitors. Everyone should read this book ( except my competition! )

The future  
In 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 proofing  
We 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 watching  
For us trend watching started a long time ago with Faith Popcorn and the popcorn report. Then we had  
“Funky business”,  
“Future files”,  
“Megachange 2050”,  
“The Shift”  
and a speeding up of more books on the future in the last year. Books such as  
“The second machine age”,  
“Future vision”  
and the very recent  
“Exponential organisations”  
and  
“Bold”  
And you should probably (just for the craic) throw in all of Nassim Taleb’s books. Future vision  
The best lesson is from  
“Future vision”. The faster you go, the further you need to look ahead.  
As a CEO you now need to move at the speed of Formula 1. Non obvious  
What Rohit Bhargava has done is not only give you some interesting trends to consider, but he also gives an “how to” on becoming a trend watcher yourself. Which in our view is an essential skill for every business. When you plan and strategise, you need context and a vision. Trend watching helps you develop that. Future babble  
In the spirit of  
“Future babble” he gives out about most futurologist. He calls it  
“lazy thinking”. The usual new years list of future trends is lazy. The internet of things is too lazy. Big data is too lazy. 3D printing is too lazy. They are nearly non trends or as Homer would say  
“duh!”  
Faith Popcorn  
Lets go back to Faith Popcorn. Here are some of the trends as she identified them in 1992 (The popcorn report) and 1997 (Clicking):  
Cocooning  
Fantasy adventure  
Small indulgences  
Ergonomics  
Cashing out  
Staying alive  
The multifunctional consumer  
EVEvolution  
Clanning  
S.O.S  
Atmosfear  
Futuretense  
They are still spot on.

Imagine if your business had followed those trends. Where would you be now? Themes and trends Rohit Bhargava brings it closer to home and his trends fit with a lot of the themes we have identified in Bookbuzz. He calls them non-obvious. If you are a follower of Bookbuzz you will recognise a lot of them Here are his trends: The Reluctant Marketer *ÀfÂçÃ â ¬Ã Â* “The old rules of marketing is dead *ÀfÂçÃ â ¬Ã Â*•. The rise of the new marketing. Marketing as creating value. With a focus on content marketing and customer experience. *ÀfÂçÃ â ¬Ã Â* “Social customer service *ÀfÂçÃ â ¬Ã Â*• and everything you can read by Brian Solis. Marketing a truly integrated function within the company. Enabled by technology. By 2017 CMOs will spend more on technology than CIOs. The dawn of brand journalism. Authentic content and the ability to tell compelling stories will be king. Read *ÀfÂçÃ â ¬Ã Â* “Resonate *ÀfÂçÃ â ¬Ã Â*• Glanceable Content Our attention span has shrunk to 8 seconds (it was 12 seconds). A goldfish has an attention span of 10 seconds. You should read *ÀfÂçÃ â ¬Ã Â* “The shallows *ÀfÂçÃ â ¬Ã Â*•. The need to capture your client in the moment. Now. Immediately. Instant. Content candy or snackable content. Attention as the currency with emotion as the trigger. Competing with all the noise on all the social media channels. Community, story telling, authenticity and purpose as part of the brand and the channel. Mood Matching A combination of *ÀfÂçÃ â ¬Ã Â* “Emotionomics *ÀfÂçÃ â ¬Ã Â*• or the *ÀfÂçÃ â ¬Ã Â* “emotional point of difference *ÀfÂçÃ â ¬Ã Â*• from *ÀfÂçÃ â ¬Ã Â* “Difference *ÀfÂçÃ â ¬Ã Â*•. Mood AND moment marketing. Mood content. Mood food. Wearables to measure your mood and using that to influence you. *ÀfÂçÃ â ¬Ã Â* “Brandwashed *ÀfÂçÃ â ¬Ã Â*• or *ÀfÂçÃ â ¬Ã Â* “Filter bubble *ÀfÂçÃ â ¬Ã Â*•. But also *ÀfÂçÃ â ¬Ã Â* “Coherence *ÀfÂçÃ â ¬Ã Â*• and understanding emotions and leadership. Download the mood meter app and keep an emotional diary. Good for being mindful and checking how you are getting manipulated. Everyday Stardom The client is king and want to be treated as such. True one to one marketing. *ÀfÂçÃ â ¬Ã Â* “Smart customers, stupid companies *ÀfÂçÃ â ¬Ã Â*•. But also about *ÀfÂçÃ â ¬Ã Â* “the age of entitlement *ÀfÂçÃ â ¬Ã Â*• and the *ÀfÂçÃ â ¬Ã Â* “narcissism epidemic *ÀfÂçÃ â ¬Ã Â*•. How to deal with millennials, Generation G and generation Einstein in the workplace. *ÀfÂçÃ â ¬Ã Â* “Workplace 2020 *ÀfÂçÃ â ¬Ã Â*• and *ÀfÂçÃ â ¬Ã Â* “Hacking work *ÀfÂçÃ â ¬Ã Â*• are the books to read. Selfie Confidencels about the creation of online persona and marketing of the moment. How do you make the buying experience more shareable. A lot of *ÀfÂçÃ â ¬Ã Â* “What is the future of business *ÀfÂçÃ â ¬Ã Â*• combined with *ÀfÂçÃ â ¬Ã Â* “Reputation economics *ÀfÂçÃ â ¬Ã Â*• and *ÀfÂçÃ â ¬Ã Â* “Return on influence *ÀfÂçÃ â ¬Ã Â*•. Mainstream Mindfulness One of our favourite trends. Mindstore of Jack Black combined with

Coherence and Reinventing organisations. Meditation and yoga as business tools. Google has a Jolly good fellow and that is his job. With the science, tech and apps to support this. Fitness for the mind and silence as the new caffeine. Branded Benevolence CSR as the heart of the organisation. Brand combined with transformative purpose.

Exponential organisations or Leading from an emerging future. What Kotler predicted in Marketing 3.0. The challenge for a lot of companies will be to move from pretence to action. For example CVS Pharmacy stopped selling cigarettes at a loss of \$ 2 billion revenue. You need to make kindness a business goal. Frugal innovation and the Thank you economy might help. You need to live the purpose as an organisation.

Reverse Retail The seamless integration of retail with online. Omnichannel and showrooming. The experience economy and Infinite possibilities, both by Joe Pine. Some Porn for bankers. Retails outlets become showrooms. Imagine what Oculus Rift could do in this space. Marketing becomes a spectacle.

Marketing as event management. Experimedia Experiential content and story telling. Gamification. Read Reality is broken. This is where we advice CEOs to buy an Xbox and play computer games. How Halo is your customer experience? Particularly relevant if you combine experimedia with glanceable content. But also about experiential journalism, experiential consumerism and creating an instant feedback loop with your clients. The client creating and sharing your brand.

Unperfection Perfect is not authentic. Standing out is more important then being perfect. Memorable is more important then perfection. Authentic is more important than being perfect. Celebrate ugly. Eat the bug by Killing giants. Makers by Chris Anderson. Artisans and creating a unique, imperfect experience.

Predictive Protection From Bold and The machine age. Maybe even How to build a billion dollar app. Technology helping you to be safe and healthy. Dealing wit futuretense. More wearable technology. Sensors everywhere. Google driving your car. Watson doing your finances. Banks managing your online security.

Engineered Addiction The dark one. Behavioural science used to create habits. Getting you addicted to the product. Hooked or Brand

washed on steroids. The power of habit or The decisive moment. You need to book a session with my friend and Bookbuzz colleague Alan Jordan. You are not as conscious as you think you are. And you are getting manipulated. Big brother is here. And it is not big data. Small Data is not the big data. It is the personal small data that will make the difference. Relevant to you. To ensure everyday stardom. To keep you feel like a king. And the good news is that you are in control of that data. The internet of your things. And as with experimedia the ability for companies to develop an one to one relationship with a client. And by developing the one to one feedback loop creating an unique tailored customer experience. Disruptive Distribution New business models and new ways or distribution. Every book on innovation. Digital disruption and Frugal innovation. Read The starfish and the spider or The connected company. The middleman is gone. All friction needs to be removed. Go direct and use all the trends mentioned to get there. Microconsumption In the space of Brett King and Bank 3.0. Micro payments and the sharing economy. Alternative currencies. Pay per laugh. Pay by screen size. Barter. Again Reputation economics might be a book you want to read. As with Faith Popcorn, as we are concerned he is spot on with these trends too. Become a trend watcher But that is just the beginning. You need to be able to spot those trends yourself. Apply rubbish in, rubbish out. We would suggest that you need to increase your bandwidth. Sectors to watch are health, military, agriculture, banking, transport and retail. You should break your routine, go to the fringes, create serendipity and talk to lots of people. You need to doodle more. You need to apply Kahneman's thinking fast and slow. Become a trend curator He adds that you need to become a trend curator. You need to be curious. You need to observe more and you need to be fickle. Less depth, more jumping. Collect and create a mountain of things that strike you as interesting. Build a haystack. Summarise, but don't judge. Write it down. Keep a folder. Watch. Be elegant (straight from Metaskills). Seek concepts, not solutions. Don't judge. Be aware of your biases and beware of future babble (50% of experts are wrong). Key message The key message is the non-obvious. The need to be different. You need to think differently. In a world where everyone is one button away from being an expert, learning to think different is more important then ever. DO NOT to move to the middle (from 33 strategies of war). Which makes unperfection the most interesting trend. What is not-to-copy? Great book The book not only give you the tools and the

trends. It gives the questions, the why, the who, the how, the examples and a long list of other books you should read and a list of his sources Trendwatching.com PSFK ([www.psfk.com](http://www.psfk.com)) Cool Hunting ([www.coolhunting.com](http://www.coolhunting.com)) The Cool Hunter ([www.thecoolhunter.co.uk](http://www.thecoolhunter.co.uk)) SlideShare ([www.slideshare.com](http://www.slideshare.com)) TED.com The Bookbuzz plug Maybe you should add Bookbuzz as well? Our website is [www.bookbuzz.biz](http://www.bookbuzz.biz). If you let us know your challenge we will tell you which books to read or we will happily brief you verbally (so you don't have to read all of those books). With or without your team. By Skype or over a coffee. Keeping you fresh and up to date of the latest business thinking. Click <http://www.bookbuzz.biz/submit-challenge> Why The clown in an ice-skating show often needs to be the most talented in order to execute fake jumps and falls while still remaining under control, just like your ability to know the trends may give you the insight you need to bend or break them strategically, create an opportunity and ultimately keep in business.

This book had loads of people contribute to it, so I expected a masterpiece that would truly help me in my personal and professional life. Alas, I was left disappointed in the time I wasted on the book. I found that the guy just wouldn't stop talking about why he created the book for the first portion of it. By the time he actually got to the meat of the book, the way to really learn how to predict upcoming trends, it was a very confusing method and process that doesn't seem applicable in a normal setting.

Rohit's writing is like a cool glass of water after drinking every one else's fancy energy drinks. It's clear, plain, to the point but not dry. Taking the concepts that he discusses, a creative thinking person can use this information into any arena of disciplines and not for trend curation. He proposes a mode of thinking; a way to pay attention to the details of the world and information you read or observe. I particularly loved the various workshop ideas. What awesome meetup groups one can derive from if they take the time to think about it. But still, they provide excellent meeting frameworks if you're either self employed or a consultant or what not. The only thing that I would say about this book is it needs a follow up work book. This book is the philosophy and concepts: now it needs some nuts and bolts guidance. But apart from that, Rohit has sold me many more of his books because of his clear cut wisdom which has been an enjoyable read.

Rohit Bhargava combines an amazing ability to filter through the information universe and distill vital insights with the most lucid and clear writing voice you can find on the business shelf. This is a must-have book for anyone in business or who wants to understand how commerce and society

interact. The combination of showing the importance of trend analysis with a deep dive into Rohit's trends shifts into a new framework for making business decisions. Non-Obvious contains more actionable, reliable information that you'll find in twenty business books. Grab it, keep it, use it over and over. I know I will.

In Non-Obvious, Rohit artfully takes us through his method of identifying trends. But he doesn't stop there. He also shows us how to apply them to our businesses, and our lives. Anyone who masters the art of trend-spotting has an edge over the uninformed masses. I like this book because it's universally useful in that sense. You're either taking advantage of trends, or you're not. Stop taking the obvious path forward. Find the non-obvious approach instead. By capitalizing on trends that most people overlook, you'll beat your competition, reach your goals more quickly, and achieve expectation-shattering results. I'll undoubtedly be referring back to the principles of Non-Obvious for years to come. Highly recommended!

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