

Microtrends



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In *Microtrends: The Small Forces Behind Today's Big Changes*, Mark Penn shows that 75 of the most important trends in the world today are the smallest ones. Exploring everything from politics to religion, food to entertainment, Penn follows the numbers to uncover what's really popular, not what we think is popular. Because while these trends are shaping the world, they're relatively unseen — they're under-the-radar forces that can involve as little as 1 percent of the population.

People have never been more sophisticated, more individualistic, or more knowledgeable about the choices they make in their daily lives. Yet it takes intensive, scientific study to find the logical patterns that underlie those choices. While helping you to refine your own trend-spotting skills, Penn pierces remarkably stubborn conventional thinking to find the counterintuitive trends that represent a portrait of society in the 21st century. A groundbreaking book about the way people think and how they act, *Microtrends* explores the practical implications of these 75 trends for politics, business, and society itself.

作者介绍:

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