

Everything We Know Is Wrong: The Trendspotter's Handbook - Magnus Lindkvist

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Some trends are clear and visible; others are less so. But it is the invisible trends that have a greater impact on our lives and society. An example of this is the current global recession, which few people saw coming. If you really want to understand the present and the future, you need to look at the long-term invisible changes taking place behind the scenes - not the plethora of trendy gadgets and fashion statements surrounding us on a daily basis. In this book, leading trendspotter and futurist Magnus Lindkvist goes beyond the latest handbag colours and digital gadgets, and instead takes us on a breathtaking tour of the real trends that are happening and evolving. These are the trends that will make a lasting impact on the world and our daily lives. They will provoke you into thinking about the present and future in a completely differently way. Author: Lindkvist, Magnus Publisher: Marshall Cavendish Illustration: N Language: ENG Title: Everything We Know Is Wrong: The trendspotter's handbook Pages: 00176 (Encrypted EPUB) On Sale: 2011-05-01 SKU-13/ISBN: 9789814328050 Category: Social Science : Future Studies Category: Business & Economics : New Business Enterprises

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