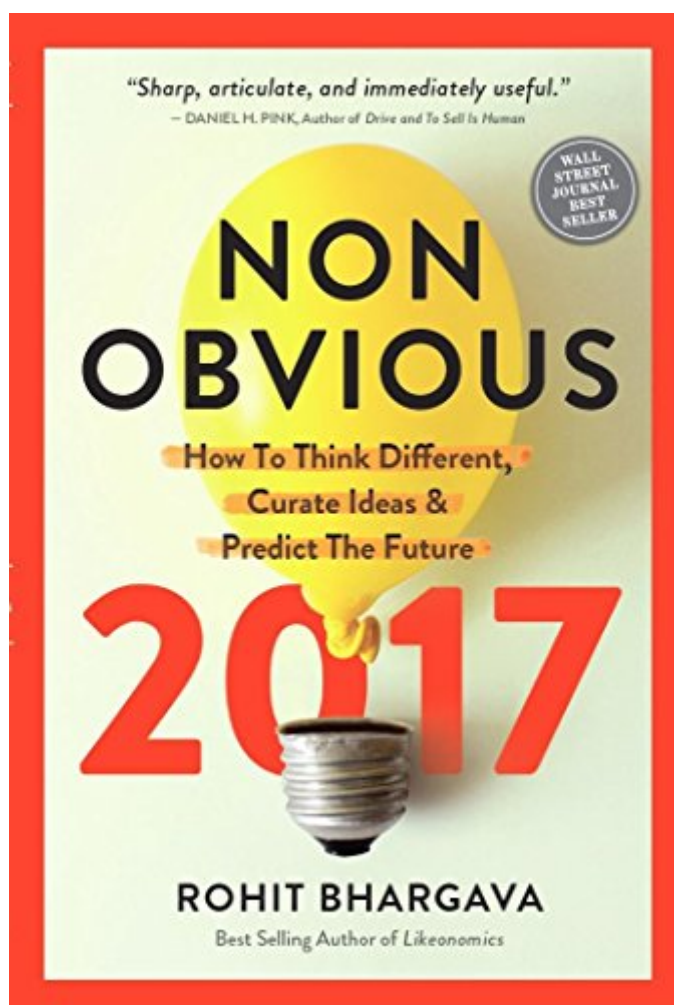


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# Non-Obvious 2017: How To Think Different, Curate Ideas And Predict The Future



## Synopsis

The ALL NEW 2017 edition of the Wall Street Journal bestseller *Non-Obvious* featuring 15 NEW trends and a recap of more than 75 previously predicted trends! What unexpected insights can a holographic Holocaust survivor and a Japanese film about soy sauce offer us about career development? How do self-repairing airplane wings, touch-enabled "skinterface" tattoos and smart locks predict the next trillion dollar industry? What can the surprising popularity of an odd Norwegian TV show and the rise of "quiet eating" in Spain teach us about buying behavior? The answers to these questions may not be all that obvious. And that's exactly the point. For the past seven years, marketing and innovation expert Rohit Bhargava has curated 15 "non-obvious" trends every year, publishing over 100 actionable trends since 2011. In this annual edition, Bhargava shares his latest research into 15 new trends for 2017, his process of curation and five essential habits that can help anyone use the power of non-obvious thinking to see what others miss, grow their business and make a bigger impact in the world.

## Book Information

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## Customer Reviews

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and

I'd like to tell you about the book "Non-Obvious 2017 Edition: How To Think Different, Curate Ideas & Predict The Future" by Rohit Bhargava. When my kids were growing up, I was always surprised when people I hadn't seen for a while commented on how much the kids had grown. I was surprised because since I was with the kids every day, I never noticed the change. That's sort of the sensation I experience when reading Rohit Bhargava's bestselling annual "Non-Obvious" books. Because we live in this always-on age of information abundance, or information oversaturation, it's become even more difficult to separate all the signals from the noise. Rohit Bhargava's "Non-Obvious" is the antidote to that. Throughout each year, he closely observes the world around us and methodically curates the trends that matter. He categorizes them into 5 broad areas with three trends in each: 1) Culture & Consumer Behavior 2) Marketing & Social Media 3) Media & Education 4) Technology & Design 5) Economics & Entrepreneurship. And in the book he shows you exactly how he does it so that you can learn how to better observe, think differently, and identify trends that mean something. So you might be wondering, how accurate is he? Well, with each edition he looks back and reviews all the trends from previous years and grades his previous predictions. And you know what? He's got pretty good grades. In this year's edition, one of the marketing trends Rohit has introduced is "passive loyalty." He explains that "as switching from brand to brand becomes easier and technology empowers consumers a new understanding of loyalty challenges brands to get smarter about earning true loyalty." He argues that there is a huge difference between a satisfied customer and a loyal one. He goes on to explain why it matters and how to use this trend. My favorite marketing trend profiled in this year's book that was first identified in his 2014 edition is that of "lovable imperfection." What's lovable imperfection? "As people seek out more personal and human experiences, brands and creators intentionally focus on using personality, quirkiness and intentional imperfections to make their products and experiences more human, authentic and desirable." Just a suggestion to the marketing world out there: when a trend first identified three years ago is brought back, if you haven't already, you might want to work this insight into how you communicate with your customers. Most of us have our heads down throughout the year working really hard and fast and we don't always have the time to slow down and think about the larger

trends that are occurring. If you only do that once a year, "Non-Obvious" is the chance to help you profitably discern the overall patterns from the mass of detail in our everyday lives. And to listen to an interview with Rohit Bhargava about Non-Obvious 2017, visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com)

As a brand strategist and entrepreneur, I follow just a few select blogs and Rohit's "The Influential Marketing Blog" is a must-read. Why? It has a unique voice and is always something I feel is relevant to understanding what's happening in today's state of ever-present change. So, as a regular subscriber I had the chance to read an advance copy of Non-Obvious 2017. Here's what I love: Rohit gives us a simple, manageable process for curating any topic. He shares steps that has helped me start to be aware of -- and elevate -- my own analysis of observations and intuitive "gut feelings" that I may have noticed previously, but didn't do anything other than ponder or dismiss. Enormously useful for anyone who wants to problem solve and stay relevant in today's world.

Rohit Bhargava's since 2008, with his first book *Personality Not Included* has created a curation culture where he urges his readers to think differently and curation of trends done right is not challenging or a dark art. In this book Rohit not only lists the Non-Obvious trends of 2017 but also scores himself on his previous trends. He got only 1 C grade for a trend 'Crowdsourcing' he curated in 2013. This year without being a spoiler, I love the Moonshot Entrepreneurship. You should read this. I got my Kindle copy for .99c today, well worth it but I prefer the hardcopy. Since 2005 I have been following his non-obvious trends and as a marketer I am keen to see that Rohit creates his own path for trend curation. I was pleasantly surprised to see that "Precious Print" is a trend and I agree. I think given a choice and if the price was the same many consumers would prefer print. The Invisible technology referring to connecting information about human beings through devices not connected to the internet all the time is another well curated trend but obviously non-obvious to many of us listening to the news and mainstream media. For all Marketers and others who want to influence behavior whether it is to get more customers or get funding this is a good book to buy every year in December.

In the past year, I have jumped into the world of trends, and have found very few resources to be as helpful as this book. It is an excellent resource in how to think about what changes in consumer preference, matched with advances in technology should cause us to demand a reassessment of how we design products and interact with our clients.

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