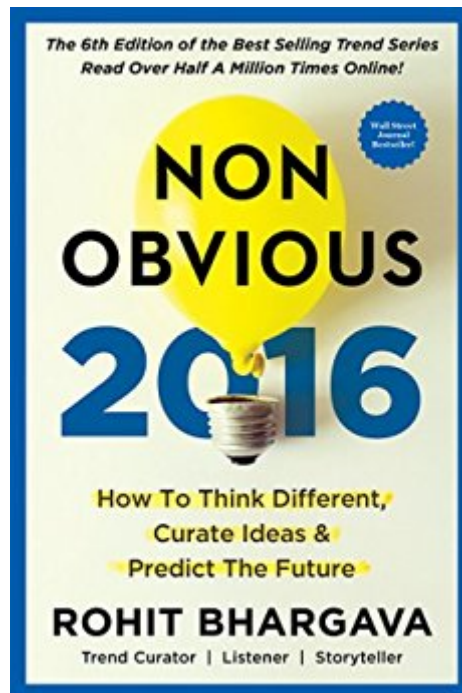# Non-Obvious 2016 Edition: How To Think Different, Curate Ideas & Predict The Future

# Synopsis

The ALL NEW 2016 Edition of the Wall Street Journal Bestseller Non-Obvious Featuring 15 new trends and a detailed update of all 2015 trends!How does the dramatic decline of golf explain the boom in sales of music on vinyl?What can the world's most exclusive restaurants teacah you about the future of consumption?What cultural trend unites a transgender six year old, a Somali supermodel, and a Canadian prime minister?The answers to these questions may not be all that obvious. And that s exactly the point. For the past 5 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 sixth 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 what the world's most exclusive restaurants can teach you about the future of consumption or how experiments at the most advanced elementary schools on earth are changing marketing. Other trends featured in the report include:Strategic Downgrading - Why a rise in connected devices is leading some consumers to prefer and seek out older inferior versions of products and services. Automated Adulthood - How a wider range of services is helping emerging adults to ease their way into independence and grow up slowly - or sometimes not at all.Virtual Empathy - How a rise in virtual reality experiences will lead to greater human and corporate empathy due to the immersive ability to see the world through foreign and unfamiliar eyes. In total, the Non-Obvious 2016 Edition features 15 all-new trends for 2016 across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. The book also takes a deeper look at the 15 predicted trends from the original publication in 2015 - offering detailed updates and new insights for each of those previous trends as well.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.Finally, Non-Obvious takes a brutally honest look back at more than 60 previous trend predictions from 2011 to 2015, providing an honest assessment of what came true, what was a dud, and why it matters - including detailed reviews and insights for 15 trends from 2015 and a NEW bonus Q&A interview with the author. 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 first became aware of Rohit and his ideas while listening to a Podcast he was featured on. Everything he said in that interview just resounded with me. So much so that as soon as I finished listening, I ordered the 2015 edition of Non-obvious and read it straight through. I loved the way the book examined trends and clues - I found myself stopping frequently to think about the way he examined each topic, and then tried to apply that logic to trends which affect my own industry and came up with some pretty interesting ideas.I wasn't sure how much I was going to get out of the 2016 Edition, but I thought I'd give it a try. Think of this new edition like the second season of that TV series you were really addicted to. You get to hear about what happened to all your favorite characters (the 2015 trends) and get engrossed in new plot lines (the 2016 trends). It's well worth the update - just as enjoyable to read as the first.

I read the previous edition last year, and this edition for 2016 is just as good! 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!

Rohit's ability to see what others do not is an art form he has mastered over and over again. And through his Non-Obvious series, he is now sharing his art for the world to mimic for their personal benefit. As a founder of a small media company that delivers new innovation focused perspectives, his trend series has continuously sparked new ideas for me that I cannot obtain elsewhere. It's priceless. I make it habit each year to pick up a copy of his latest edition.Side note: If you want real time ideas, I suggest signing up for his blog as well, which often times builds upon his annual non-obvious trends and even shares how to best put them into action.

Iâ ™ve always been a big fan of Rohit Bhargavaâ ™s books, especially his â œNon-Obviousâ • series. Once again, his 15 non-obvious trends are useful and insightful. However, this one is my favorite to date because he also shares his process for curating just about anything. According to Bhargava, â œCuration is the ultimate method of transforming noise into meaning.â • I am a big believer that effectively curating information for your network is directly correlated with how valuable you are to those you serve. Rohit has provided some incredible advice and tips for how to do this in a way that creates wins for all involved.

In Non-Obvious Rohit helps us to see what's working and why, and then lifts the lid on how we can apply his methodology to benefit our own businesses. If you're keen to understand how your business can remain relevant in a changing world this book is for you.

've been reading Rohit's Non-Obvious trends for the last two years so buying this book was a no-brainer. As a strategist at one of the world's top marketing and communication agencies, I come across many trend reports but they always leave me scratching my head. Either they are so blue-sky that their only purpose is to give you a few great soundbytes or they are so obvious that

you'd be embarrassed to mention them to clients. What Rohit has done masterfully is break down trends into how they can be applied in the context of brands.The case-studies that illustrate each of these trends are also well analyzed. We've all seen the Coca Cola Make a Friend, Share a Coke machine but what was the human insight behind it and why did it have the kind of impact that it did? The trends do a great job of breaking it down and distilling what worked and why.I highly recommend this book.

It's one thing to "see the future" - it's another to get others to see the same thing you see. What I love about Rohit's latest book is how he synthesizes 15 of the cultural value shifts in 2015 that are redefining our lives (and the world of business). When you tell a story about the inevitability of values-based change, you're helping others align with where the future is going. That's a story people want to be a part of. Rohit always has his pulse on where things are going. I love how his latest book really looks at the cultural dimensions of change, and it's implications on the future of marketing. It's a refreshing take.

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