

Buch abrufen How to Research Trends: Move Beyond Trendwatching to Kickstart Innovation

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Books Descriptions

Alternate cover edition for 9789063694333 How to Research Trends gives you a candid and unbiased overview of the trend research process. It brings a structured, research-based approach to the table instead of a crystal ball. 'How to Research Trends' is practical, hands-on and offers multiple perspectives on researching trends for professionals and trend students around the globe. It shows you that researching trends is a skill that combines the intuitive and the analytical. This book is written for everyone interested in human-centred innovation and for everyone interested in learning more about trend research. Trend research includes so much more than just hypes, styles and the latest gadgets. It studies change and provides an analysis of emerging shifts in people's needs and wants. These trend insights are essential during any innovation process as a foundation to create future proof concepts that improve people's quality of life. Based on a 3 step method, you will learn in a

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