

Coolhunting Chasing Down The Next Big Thing

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Coolhunting Chasing Down The Next

They're fresh, they're sexy, and most importantly -- they're cool. But while many companies embark on the eternal quest for the next big thing, very few know how to actually find it. Coolhunting will take readers into the very heart of the search and show them how to find trendsetters, spot innovations, and turn brilliant ideas into hot new trends. Major companies like Starbucks and Proctor & Gamble have already discovered the power of coolhunting.

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Coolhunting: Chasing Down the Next Big Thing Hardcover - April 4, 2007 by Peter Gloor (Author), Scott Cooper (Author)

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COOLHUNTING CHASING DOWN THE NEXT BIG THING PDF

The title of the book keeps its promise by chasing down the next big thing: coolhunting. It is a very well grounded in theory, though fun and inspiring book to read about coolhunting for coolhunting, a subject becoming a big subject (June 1, 07: 807,000 google hits).

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Coolhunting: In Pursuit of the Next Big Thing. Jan 24, 2019. Register Now. Now you can determine what's going to be cool—before everyone else. The art of coolhunting involves zeroing in on the fresh idea that will be the genesis of a hot new trend. It also involves finding the people responsible for the idea—the trendsetters who will cause others to jump on board.

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Author Peter Gloor discusses his book "Coolhunting: Chasing Down the Next Big Thing" as a part of the Authors@Google series. This event took place on July 9, 2007 at Google's office in Santa ...

Peter Gloor: "Coolhunting: Chasing Down the Next Big Thing" | Talks at Google

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e. Coolhunting is a neologism coined in the early 1990s referring to a new kind of marketing professionals who make observations and predictions in changes of new or existing "cool" cultural fads and trends. Coolhunting is also referred to as "trend spotting," and is a subset of trend analysis .

Coolhunting - Wikipedia

Coolhunting: Chasing down the next big thing / Gloor & Cooper 'Coolhunting' and 'swarm creativity' are powerful concepts about identifying emerging trends and discovering the key trendsetters. They are about uncovering hidden innovation and innovators and they include the how and why new ideas and new knowledge are converted into products and services that correspond to the collective human mindset.

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