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Microtrends The Small Forces Behind

Microtrends: The Small Forces Behind Tomorrow's Big Changes

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Microtrends : NPR

Microtrends: The Small Forces Behind Tomorrow's Big Changes by Mark J Penn is a fascinating compilation of how lifestyles are changing, and how this could present opportunities for businesses, politicians, and anyone who needs to know what is happening to the way we live.

Book Review: Microtrends - The Small Forces Behind ...

Microtrends: The Small Forces Behind Tomorrow's Big Changes is a non-fiction book by Mark Penn and Kinney Zalesne. The text

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was initially published by Twelve on September 5, 2007. Mark Penn has been named the winner of the Consumer Insights category in the 2010 Atticus Awards for this book.

Microtrends - Wikipedia

Mark Penn talked about his book *Microtrends: The Small Forces Behind Tomorrow's Big Changes*, published by Twelve. Mr. Penn discussed his... [read more](#)

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The small forces described in *MicroTrends* have gathered momentum and new opportunities have emerged. As Darwin's study of evolution tells us, survival and success goes not to the smartest species, but to the most adaptable.

Microtrends: The Small Forces Behind Today's Big Changes ...

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In Microtrends, Penn provides a glimpse into 75 "microtrends" which he defines as "small, under-the-radar forces that can involve as little as 1 percent of the population, but which are powerfully shaping our society."

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Book Overview Mark Penn argues that the biggest trends in America are the Microtrends, the smaller trends that go unnoticed or ignored. One million people can create new market for a business, spark a social movement, or effect political change. In 1996, a microtrend identified by Penn ("soccer moms") was crucial in re-electing President Clinton.

Microtrends: The Small Forces Behind... book by E. Kinney ...

Microtrends The Small Forces Behind Tomorrow's Big Changes by Mark J. Penn with E. Kinney Zalesne Twenty-five years ago, in his multi-million best seller Megatrends, author John Naisbitt, identified ten fundamental social and economic changes then taking place that would profoundly transform our lives.

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Microtrends The Small Forces Behind Tomorrow's Big Changes

Microtrends is really about "small ideas that can lead to large changes". "A microtrend is an intense identity group, that is growing, which has needs and wants unmet by the current crop of companies, marketers, policymakers, and others who would influence society's behavior."

Microtrends : The Small Forces Behind Tomorrow's Big ...

Microtrends is based on the idea that the most powerful forces in our society are the emerging, counterintuitive trends that are shaping tomorrow right before us. With so much of a spotlight on teen crime, it is hard to see the young people who are succeeding as never before.

Read an Excerpt From 'Microtrends: The Small Forces

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