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Non-Obvious 2017 - Bhargava, Rohit - 9781940858234 | HPB
After I read 2017, I was in love with the book. It offered amazing insights into things I should be aware of as a business owner and marketer. After reading the 2018 edition, this time for a business book club I started, it was more underwhelming. I found a lot of these insights to be not non-obvious at all.

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In total, the Non-Obvious 2017 Edition features 15 all-new trends for 2017 across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship.

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Non-Obvious has three editions published in print (2015, 2016 and 2017). Globally, the book has been translated into Russian, Chinese, Arabic, Vietnamese, and Spanish. Other editions are coming in early 2017, including a revised Chinese edition and a Korean edition.

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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 ...

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Non-Obvious: How to Think Different, Curate Ideas ...

Non-Obvious 2017 Edition: How To Think Different, Curate Ideas & Predict The Future by Rohit Bhargava Rohit Bhargava is a trend curator who believes in sharing "non-obvious" ideas. He is the author of five best selling business books including Non-Obvious and Likeonomics.

Non-Obvious: How to Think Different, Curate Ideas ...

Every year there was an annual edition of this book and the new edition (Non-Obvious Megatrends) is a #1 Wall Street Journal Bestseller and includes an appendix featuring ALL the trends from this edition of the book as well as new updated insights. Winner Axiom Business Theory Silver Medal (2017 Edition)

Non-Obvious 2017 Edition: How To Think Different, Curate ...

Rohit has been updating his non-obvious trends book for the last 10 years, and he just release his 2017 edition early december 2016 now features about 15 carefully curated trends that are extensively described. If you want to know more about those trends, I guess you'll need to buy the book ;-).

NON-OBVIOUS 2017 EDITION - Rohit Bhargava

Non-Obvious 2017 Edition: How To Think Different, Curate Ideas and Predict The Future. Rohit Bhargava 5 of 5 stars Seriously. This is one of the most incredible books that your gentle writer has read in a real long time. Non-Obvious makes you think. Really think.

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