

The Trend Forecasters Handbook

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The Trend Forecasters Handbook

Forecasting is popular as business consulting these days and that is reflected by quite a few recent published books that cover forecasting and trend analysis. This book gives a good overall look on trend forecasting. And although it gives more the big picture view, still it succeeds in covering how to do trend forecasting.

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The Trend Forecaster's Handbook: Martin, Raymond ...

Overview. As The Future Laboratory co-founder Martin Raymond explains in his latest edition of The Trend Forecaster's Handbook, the world of forecasting has become increasingly complex and challenging as the science behind the sector continues to develop and grow. Previously, the focus was on identifying trends, while now it is about converting those trends into practical, profitable and market-specific solutions.

The Trend Forecasters Handbook: Second Edition

Sharp, in-depth and highly visual, The Trend Forecaster's Handbook, by Martin Raymond, is a practical 'how to' book that provides readers with skills to understand and track trends. The fully revised textbook published by Laurence King last July, is a great resource to know more about the world of trends, forecasting, innovation thinking and strategic foresight (for only \$45).

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The Trend Forecaster's Handbook: The Innovator's Personality. In his fourth column for The Trend Forecaster ' s Handbook book, Martin Raymond looks at innovation. Some of us are born innovators, as our current Innovation Debrief report shows, while the rest of us have to work at it, usually in teams of varying ability and organisations where innovation is discussed but seldom delivered.

The Trend Forecaster's Handbook: The Innovator's Personality

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