



# Non-Obvious: How to Think Different, Curate Ideas & Predict The Future

*Rohit Bhargava*

Download now

[Click here](#) if your download doesn't start automatically

# Non-Obvious: How to Think Different, Curate Ideas & Predict The Future

*Rohit Bhargava*

**Non-Obvious: How to Think Different, Curate Ideas & Predict The Future** Rohit Bhargava  
**Wall Street Journal Bestseller**  
**#1 Amazon Kindle Business Bestseller**  
**#1 in Marketing**  
**#1 in Entrepreneurship**  
**TOP 50 of ALL Kindle Books**

What do Disney, Bollywood, and “The Batkid” teach us about how to create celebrity experiences for our audiences? How can a vending-machine inspire world peace? Can being “imperfect” make your business more marketable? Can a selfie improve one’s confidence? When can addiction be a good thing?

The answers to these questions may not be all that obvious. And that’s exactly the point.

For the past 4 years, marketing expert and Georgetown University Professor Rohit Bhargava has curated his best-selling list of “non-obvious” trends by asking the questions that most trend predictors miss. It’s why his insights on future trends and the art of curating trends have been utilized by dozens of the biggest brands and organizations in the world like Intel, Under Armour and the World Bank.

In this all-new fifth edition, discover what more than half a million others already have: how to use the power of non-obvious thinking to grow your business and make a bigger impact in the world. Non-Obvious is filled with entertaining insights like how a pioneering comedy club charging audiences per laugh may forecast the future of consumption or how a wave of tech firms hiring yogis and offering classes in mindfulness may change the overall culture of business.

Other trends featured in the report include:

- The Reluctant Marketer - Why brands are focusing less on traditional marketing and promotion and more on content marketing and customer experience.
- Glanceable Content - How companies are leveraging our shrinking attention span to create experiences designed for rapid consumption.
- Small Data - How all the excitement about “big data” in business may be misguided and true value comes from learning to leverage the tiny focal points that matter.

In total, Non-Obvious features 15 all-new trends for 2015 across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. Each is designed to help you take a deeper look at the changing landscape of business and prepare your business for the future.

For the first time ever, Non-Obvious also delves into the curation process the author has used for years to build his Trend Reports and takes readers behind the scenes of “trend curation” (much to the delight of past

readers who have been asking about this for years), and show them the methodology they can use to predict the future for themselves.

Finally, Non-Obvious takes a brutally honest look back at more than 60 previous trends from 2011 to 2014, providing an honest assessment of what came true, what was a dud, and why it matters.

In the end Non-Obvious is a book that will show you how to think different, curate your ideas and get better at predicting what will be important tomorrow based on learning to better observe patterns in the world today.

Isaac Asimov once wrote that he was not a speed reader, but he was a “speed understander.” If you want to improve your business or your career by seeing those things that others miss, and becoming a speed understander for yourself, this book can help you get there.

 [Download Non-Obvious: How to Think Different, Curate Ideas ...pdf](#)

 [Read Online Non-Obvious: How to Think Different, Curate Idea ...pdf](#)

## **Download and Read Free Online Non-Obvious: How to Think Different, Curate Ideas & Predict The Future Rohit Bhargava**

---

### **From reader reviews:**

#### **Ronnie Hamilton:**

Do you have favorite book? Should you have, what is your favorite's book? Publication is very important thing for us to know everything in the world. Each guide has different aim or maybe goal; it means that e-book has different type. Some people really feel enjoy to spend their the perfect time to read a book. They are reading whatever they consider because their hobby is reading a book. How about the person who don't like examining a book? Sometime, man or woman feel need book once they found difficult problem or perhaps exercise. Well, probably you'll have this Non-Obvious: How to Think Different, Curate Ideas & Predict The Future.

#### **James Oliver:**

The event that you get from Non-Obvious: How to Think Different, Curate Ideas & Predict The Future is the more deep you rooting the information that hide inside words the more you get thinking about reading it. It doesn't mean that this book is hard to understand but Non-Obvious: How to Think Different, Curate Ideas & Predict The Future giving you excitement feeling of reading. The copy writer conveys their point in selected way that can be understood by simply anyone who read that because the author of this publication is well-known enough. This particular book also makes your own vocabulary increase well. That makes it easy to understand then can go to you, both in printed or e-book style are available. We propose you for having this kind of Non-Obvious: How to Think Different, Curate Ideas & Predict The Future instantly.

#### **Victor Green:**

This Non-Obvious: How to Think Different, Curate Ideas & Predict The Future is brand new way for you who has interest to look for some information because it relief your hunger associated with. Getting deeper you upon it getting knowledge more you know or perhaps you who still having bit of digest in reading this Non-Obvious: How to Think Different, Curate Ideas & Predict The Future can be the light food to suit your needs because the information inside this specific book is easy to get by means of anyone. These books create itself in the form that is certainly reachable by anyone, yeah I mean in the e-book type. People who think that in guide form make them feel tired even dizzy this publication is the answer. So you cannot find any in reading a publication especially this one. You can find what you are looking for. It should be here for you. So , don't miss that! Just read this e-book type for your better life as well as knowledge.

#### **Odelia Dennis:**

That guide can make you to feel relax. This book Non-Obvious: How to Think Different, Curate Ideas & Predict The Future was multi-colored and of course has pictures on the website. As we know that book Non-Obvious: How to Think Different, Curate Ideas & Predict The Future has many kinds or style. Start from kids until teens. For example Naruto or Investigation company Conan you can read and feel that you are the character on there. Therefore not at all of book are generally make you bored, any it offers up you feel

happy, fun and loosen up. Try to choose the best book to suit your needs and try to like reading that will.

**Download and Read Online Non-Obvious: How to Think Different,  
Curate Ideas & Predict The Future Rohit Bhargava**

**#NOH3XZ0DV7L**

## **Read Non-Obvious: How to Think Different, Curate Ideas & Predict The Future by Rohit Bhargava for online ebook**

Non-Obvious: How to Think Different, Curate Ideas & Predict The Future by Rohit Bhargava Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Non-Obvious: How to Think Different, Curate Ideas & Predict The Future by Rohit Bhargava books to read online.

### **Online Non-Obvious: How to Think Different, Curate Ideas & Predict The Future by Rohit Bhargava ebook PDF download**

**Non-Obvious: How to Think Different, Curate Ideas & Predict The Future by Rohit Bhargava Doc**

**Non-Obvious: How to Think Different, Curate Ideas & Predict The Future by Rohit Bhargava Mobipocket**

**Non-Obvious: How to Think Different, Curate Ideas & Predict The Future by Rohit Bhargava EPub**