The Next Big Thing

The Rest Is Noise | Alex Ross | Talks at Google

Against the Machine | Lee Siegel | Talks at Google

That's the premise of a new book called Coolhunting: Chasing Down the Next Big Thing by MIT researchers Peter Gloor and Scott Cooper. The book advocates a variety of methods for sensing the emerging trends and discovering the key transformers. They are about unlocking hidden innovation and insights 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.

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.

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

Coolhunting - Wikipedia

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Coolhunting is a neologism coined in the early 1990s referring to a new kind of marketing professionals who make a living by sensing emerging trends and discovering key transformers. They are about unlocking hidden innovation and insights 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.

Coolhunting: Chasing Down the Next Big Thing | Peter A. Gloor

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 market and show them how to find transformers, spot innovations, and turn brilliant ideas into hot new trends. Major companies like Starbucks and Proctor & Gamble have already discovered the power of coolhunting.

Amazon.com: Customer reviews: Coolhunting: Chasing Down the Next Big Thing | Peter Gloor | Scott Cooper

"Coolhunting: Chasing Down the Next Big Thing" by Peter Gloor & Scott Cooper, AMACOM, New York, 2007. Review. Reading this brilliant book is a recommended experience. For three main reasons. First, it contains a radical abstraction of the human and social mechanisms that by far from we are in existence are the basis of human evolution.

Amazon.com: Coolhunting: Chasing Down the Next Big Thing by Peter A. Gloor

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