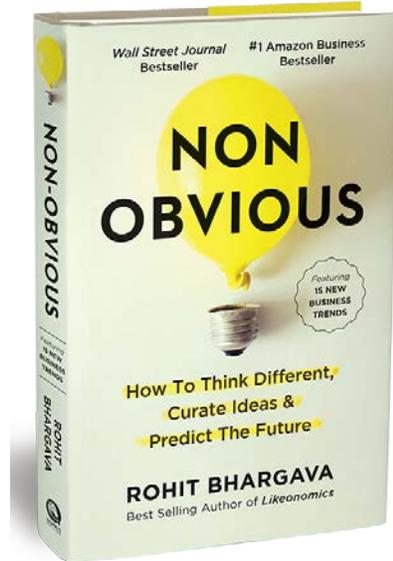




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# NON-OBVIOUS

*How To Think Different, Curate Ideas & Predict The Future*



**Wall Street Journal Bestseller**  
**#1 AMAZON Business Bestseller**  
**Top 50 ALL Kindle Books**

*What can 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 actually improve self 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 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.

For the first time ever, Rohit will also reveal his process and take readers behind the scenes of trend curation (Much to the delight of past readers who have been asking about for years), and show them the methodology they can use to become a master at predicting the future.

He challenges the notion that “only experts” can predict trends while showing the unfortunate truth that most of the trends we are exposed to are nothing more than lazy predictions based on what is already glaringly obvious.

Finally, Non-Obvious takes a look back at previous trends, providing an honest self-assessment of what came true, what was a dud, and why. In the end Non-Obvious will show you how to think different, curate your ideas predict what will be important *tomorrow* based on better understanding *today*.

**Retail Price: \$24.95 | Coming March 23<sup>rd</sup> 2015 to Hardcover | ISBN- 9781940858104**

**BOOK WEBSITE – [www.nonobviousbook.com](http://www.nonobviousbook.com) | AUTHOR WEBSITE – [www.rohitbhargava.com](http://www.rohitbhargava.com)**



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# TREND SUMMARIES –

## 2015 NON-OBVIOUS TREND REPORT



**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 content designed for rapid consumption.



**Mood Matching** - How the proliferation of sophisticated media, advertising and immersive experiences can be tailored to match consumer needs like never before.



**Everyday Stardom** - Learn how the growth of personalization leads more consumers to expect everyday interactions to be transformed to celebrity-type experiences.



**Selfie Confidence** - Why the ability to share a carefully crafted online personality allows people to use social content such as selfies (yes selfies) as a way to build their own confidence.



**Mainstream Mindfulness** - Meditation, yoga and quiet contemplation become powerful tools for individuals and organizations to improve performance, health, and motivation.



**Branded Benevolence** - Companies increasingly put brand purpose at the center of their businesses to show a deeper commitment to doing good as a part of business.



**Reverse Retail** - Brands invest in high-touch in-store experiences as a way to build brand affinity and educate customers, while driving actual purchases online through ecommerce.



**Experimedia** - Content creators use social experiments and real life interactions to study human behavior in unique new ways and build more realistic and entertaining narratives.



**Unperfection** - As consumers seek out more personal and human experiences, brands and creators use personality, quirkiness and intentional imperfections to be more desirable.



**Predictive Protection** - The combination of high privacy concerns with tech advances lead to more intuitive products, services and features to help us live our lives better and more safely.



**Engineered Addiction** - A greater understanding of habit formation leads to more designers & engineers intentionally create addictive experiences to capture time and attention.



**Small Data** - As consumers increasingly collect their own data, brand-owned big data becomes less valuable than immediately actionable small data owned by consumers themselves.



**Disruptive Distribution** - Creators and makers use new models for distribution to disrupt the usual channels, cut out middlemen and build more direct connections with fans and buyers.



**Microconsumption** - Why pioneering new ways to consume and pay for content are leading to a revolution in new business models for startups and brands.



## Advance Praise for **NON-OBVIOUS** by Rohit Bhargava

"Non-Obvious is a sharp, articulate, and immediately useful book about one of my favorite topics: the future. Filled with actionable advice + entertaining stories, Rohit offers an essential guidebook to using the power of curation to understand and prepare for the future of business."

- **DANIEL H. PINK**

Author of *To Sell Is Human* and *Drive*

"Shatter your magic crystal ball, and toss out the tea leaves. In this book, Rohit shows us how and where to find the future trends that will shape your business, your brand, and even your own decision-making."

- **SALLY HOGSHEAD**

NY Times bestselling author of *How The World Sees You*

"There are very few books that I read hoping that no one else around me will. They're the books that are so insightful, so thought provoking and so illuminating that they provide powerful competitive advantage. Non-Obvious is one of those. Pass on it at your own peril."

- **SHIV SINGH**

SVP Global Head of Digital & Marketing Transformation at VISA and author of *Social Media Marketing For Dummies*

"Non-Obvious should be called *oblivious* since that's how you'll be if this book isn't on your shelf. I actually wish some of Rohit's predictions won't come true ('Selfie Confidence'!? Nooo!) ... but usually they do. He's the best at this, and this book shows you why."

- **SCOTT STRATTEN**

Four time Best-Selling Author, including 2014 Sales Book of the Year: *UnSelling*

"This is one of those rare books that delivers insights that are both useful and help illuminate where business is going. It's a great read."

- **CHARLES DUHIGG**

Author of the bestseller *The Power Of Habit*

"For the last four years, Rohit has helped make the non-obvious obvious by spotlighting trends to help anyone prepare their business for the future. It gets better every year so if you haven't been reading, it's time to start."

- **RYAN HOLIDAY**

Author of *Trust Me I'm Lying* and *Growth Hacker Marketing*



"Rohit Bhargava's "Likeonomics" is the gold standard on understanding the social economy. His new book had me at "predict the future" but there's much more than that in here. It's about seeing the world in a new way - plus a powerful argument for how curation can change your organization."

**- SREE SREENIVASAN**

Chief Digital Officer, The Metropolitan Museum of Art  
Host, "@Sree Show" podcast on CBS @Playit network

"Rohit provides a goldmine of ideas and trends that will shape the future of marketing and product development. Read this book to get in front of the herd."

**- GUY KAWASAKI**

Chief Evangelist of Canva  
Author of *The Art of the Start, 2.0*

"A lot of books promise to help you see things differently but Bhargava's book actually delivers. His insightful blend of visual thinking and business strategy shows you how to find meaningful patterns that others miss. A real mind-opener."

**- SUNNI BROWN**

Author, *Gamestorming* and *The Doodle Revolution*

"It doesn't take a crystal ball to predict that digital is the future. Rather than tell you what you already know, Rohit sets his sights on something much more important: helping you adopt a more curious and observant mindset to understand the world around you. If you believe in a lifetime of learning, read this book!"

**- JONATHAN BECHER**

Chief Marketing Officer, SAP

"Seeing things that others don't is perhaps the highest form of creativity that exists. Unlock the Non-Obvious approach and you can write your ticket to success in any field."

**- JOHN JANTSCH**

Author of *Duct Tape Marketing* and *Duct Tape Selling*

"Lots of books tell you to "think different" but Non-Obvious is one of the few books that actually teaches you how to do it. Whether you are trying to persuade clients, motivate a team, or just impress a demanding boss - Non-Obvious can help you succeed. I've already purchased copies for my entire team."

**- JOHN GERZEMA**

New York Times best-selling author and social strategist



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## **NON-OBVIOUS ([www.nonobviousbook.com](http://www.nonobviousbook.com))**

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**By Rohit Bhargava**

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### **ABOUT THE AUTHOR:**



Rohit Bhargava is a trend curator, founder of the Influential Marketing Group (IMG), and the author of five best selling business books including Likeconomics (shortlisted for Best Sales/Marketing Book of the Year by 1800CEORead). His popular keynotes have inspired audiences from 50 to 5000 people to lead with personality and create more human organizations. He has been featured as a two time TEDx speaker and given keynotes and workshops in 27 countries for brands including Intel, Vodafone, SABMiller, Pfizer, SAP, American Express, Swissotel, Ford, and many others. Prior to starting IMG, he spent 15 years as a marketing agency executive at two of the largest creative agencies in the world (Leo Burnett and Ogilvy) leading global digital and social media strategy.

His signature annual “Non-Obvious Trend Report” has been viewed more than half a million times online and his personal blog has been named one of the top 25 marketing blogs in the world by AdAge magazine. Outside of speaking and writing, Rohit teaches Global Marketing at Georgetown University and is regularly quoted as a marketing and business expert in media including Harvard Business Review, The Guardian, Wall Street Journal, and NPR. He is a lifelong fan of anything having to do with the Olympics (he’s been to four so far!), actively avoids anything having to do with cauliflower (yuck!), and has dedicated his career to helping brands and leaders be more influential by embracing their humanity and personality.

### **CONTACT DETAILS:**

*For more information about Non-Obvious, book Rohit for a media appearance or speaking engagement or to request a galley copy of the book, email [ideapresspublishing@gmail.com](mailto:ideapresspublishing@gmail.com) or visit [www.rohitbhargava.com](http://www.rohitbhargava.com) and fill out a media request form.*

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