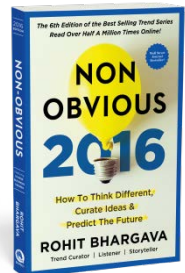


NOTES AND RESOURCES:

The list of research and resources used by Rohit Bhargava to produce the 2016 edition of the Non-Obvious Trend Report.



Introduction – Sources:

- <http://www.nytimes.com/books/97/03/23/lifetimes/asi-v-obit.html>

Chapter 1 – Sources:

- <http://www.nytimes.com/books/97/03/23/lifetimes/asi-v-obit.html>
- http://www.leadersmag.com/issues/2014.2_Apr/Norway/LEADER-S-Christian-Ringnes-Eiendomsspar-Victoria-Eiendom.html
- <http://www.gonorway.no/norway/articles/4569>
- <https://storify.com/BeckiePort/overlyhonestmethods>
- http://brandedcontent.adage.com/pdf/PR_Factor_online.pdf

Chapter 2 – Sources:

- <http://www.powerhousemuseum.com/insidethecollection/2012/05/what-does-a-curator-really-do-in-a-day/>
- *Curationism: How Curating Took Over the Art World and Everything Else* by David Balzer
- *The Greatest Stories Never Told: 100 Tales from History to Astonish, Bewilder, and Stupefy* by Rick Beyer
- http://en.wikipedia.org/wiki/Leif_Erikson
- <http://mentalfloss.com/article/33584/he-could-have-discovered-america-he-wanted-see-his-parents>
- <http://www.ptonline.com/articles/all-plastic-paint-cans-challenge-steel>

- <http://www.bloomberg.com/news/2014-12-22/coca-cola-disconnects-voice-mail-at-headquarters.html>
- <http://www.virgin.com/richard-branson/why-were-letting-virgin-staff-take-as-much-holiday-as-they-want>
- <http://www.copyblogger.com/removing-blog-comments/>
- http://www.bbc.com/news/science-environment-29885832#story_continues_3
- <http://www.karplab.net/news>

Chapter 3 – Sources:

- http://www.rohitbhargava.com/2006/08/5_rules_of_soci.html
- http://usatoday30.usatoday.com/money/books/2006-09-24-naisbitt-usat_x.htm

Chapter 4: E-mpulse Buying - Sources

- <http://www.wsj.com/articles/the-end-of-the-impulse-shopper-1416872108>
- <https://www.washingtonpost.com/news/business/wp/2015/01/29/fast-checkouts-are-crushing-impulse-candy-sales-heres-hersheys-plan-to-change-that/>
- <http://www.euromonitor.com/impulse-buying-and-the-digital-world-how-retail-is-adapting/report>
- <http://time.com/money/3696197/impulse-buy-candy-hershey-online-shopping/>

- <http://etd.lsu.edu/docs/available/etd-12312011-230123/unrestricted/CraftsThesis.pdf>
- <http://www.businessinsider.com/e-commerce-impulse-buy-category-2015-11>
- <http://www.thestreet.com/story/13375393/1/here-are-the-apparel-retailers-that-may-go-bankrupt-after-this-holiday-season.html>
- <http://www.confectionerynews.com/R-D/Mars-and-Wrigley-rethink-impulse-strategy-for-e-commerce-age>
- <http://www.marketplace.org/2015/11/20/business/finally-finally-black-friday-starts-fade>
- <http://www.cnbc.com/2015/09/29/youtubes-new-shopping-ads-target-e-commerce-dollars.html>
- <http://techcrunch.com/2015/10/20/instant-ads/>
- <http://fortune.com/2015/04/26/startups-inside-giant-companies/>
- <http://www.mobilecommercedaily.com/shoes-com-unboxes-visual-search-for-snap-and-go-shopping-options-on-mobile>
- <http://preview.innovatio.nl/senanga/>
- <http://adage.com/article/advertising/coming-instantly-shoppable-radio-print-store-ads/298824/>
- <https://econsultancy.com/blog/10788-smartphones-and-tablets-drive-an-increase-in-impulse-buying-online/>
- <http://recode.net/2015/05/22/snapchat-is-investing-in-shopping-app-spring/>
- <http://a16z.com/2015/08/06/wechat-china-mobile-first/>
- <http://digiday.com/brands/wechat-mobile-commerce/>

- <http://www.fastcompany.com/3041578/most-innovative-companies-2015/how-japans-line-app-became-a-culture-changing-revenue-generat>
- <http://www.mobilecommercedaily.com/home-depots-project-color-app-paints-best-in-class-omnichannel-experience>
- <http://www.luxurydaily.com/neiman-marcus-nordstrom-launch-pinterest-commerce-to-capture-impulse-sales/>

Chapter 5: Strategic Downgrading- Sources

- <http://www.wired.com/beyond-the-beyond/2015/10/the-digital-right-to-repair-coalition/>
- <http://www.bloomberg.com/news/articles/2015-09-10/iphone-fix-the-fight-for-your-right-to-repair->
- <http://www.onthemedial.org/story/right-repair-our-things/transcript/>
- <http://techcrunch.com/2015/11/15/if-you-want-tech-freedom-congress-needs-to-change-a-law/>
- <http://www.myprintresource.com/article/11269314/printed-books-hold-more-value-than-e-books>
- <http://www.nielsen.com/us/en/insights/news/2014/dont-judge-a-book-by-its-cover-tech-savvy-teens-remain-fans-of-print-books.html>
- http://www.huffingtonpost.com/2014/10/06/ebooks-print-books-outsold_n_5940654.html

- <http://fortune.com/2015/11/03/the-amazon-books-facade-is-it-really-all-about-e-commerce/>
- <http://www.cultofmac.com/390894/radical-wants-ipad-banned-kyle-wiens-ifixit/>
- <http://www.theatlantic.com/technology/archive/2013/06/fix-things-never-force-it-lessons-from-grandpa/276873/>
- <http://www.npr.org/sections/alltechconsidered/2015/08/17/432601480/diy-tractor-repair-runs-afoul-of-copyright-law>
- <http://motherboard.vice.com/read/how-to-fix-everything>
- <http://fortune.com/2015/09/24/ebook-sales/>
- http://www.nytimes.com/2015/09/23/business/media/the-plot-twist-e-book-sales-slip-and-print-is-far-from-dead.html?_r=0
- <http://www2.deloitte.com/content/dam/Deloitte/global/Documents/Technology-Media-Telecommunications/gx-tmt-pred15-print-alive-and-well.pdf>
- <http://www.dailymail.co.uk/news/article-3066744/Record-player-resurgence-follows-boom-vinyl-sales-Number-sold-2015-far-240-compared-period-2014.html>
- <http://www.telegraph.co.uk/men/thinking-man/11363290/Is-it-time-to-think-about-downgrading-your-phone.html>
- <https://www.rt.com/news/317638-eu-gmo-cultivation-opt-out/>
- <http://www.ancient-origins.net/news-science-space/native-americans-revive-squash-seeds-found-800-year-old-pot-004515>
- <http://www.upworthy.com/100-years-ago-people-were-eating-things-that-most-of-us-will-never-taste-so-what-happened>
- http://edition.cnn.com/2008/WORLD/europe/02/26/norway.seeds/index.html?eref=rss_tech#cnnSTCText

- <http://www.mensjournal.com/magazine/the-death-of-golf-20150625>

Chapter 6: Optimistic Aging - Sources

- <http://www.usatoday.com/story/news/nation/2014/07/15/aging-survey-research/11921043/>
- http://newoldage.blogs.nytimes.com/2012/08/20/among-many-aging-americans-surprising-optimism/?_r=0
- <http://www.pewglobal.org/2014/01/30/attitudes-about-aging-a-global-perspective>
- <http://www.prnewswire.com/news-releases/survey-finds-americans-are-optimistic-about-aging-but-not-quite-as-young-as-they-feel-300116769.html>
- <http://www.ageinplacetech.com/blog/aging-place-tech-firm-lively-out-business-what-can-we-learn>
- <http://www.ageinplacetech.com/blog/so-wrong-japan-s-hope-tech-enabled-and-robotic-aging-life>
- <http://www.ageinplacetech.com/blog/five-technologies-2015-mhealth-summit-dc>
- <http://www.ageinplacetech.com/blog/five-technologies-leadingage-2015-annual-meeting-boston>
- <http://www.ageinplacetech.com/blog/five-new-technologies-2015-connected-health-symposium>
- http://www.huffingtonpost.com/2015/05/04/10-ways-technology-could-change-aging_n_7155100.html
- <http://www.aarp.org/home-family/personal-technology/info-2014/is-this-the-end-of-the-nursing-home.html>
- <http://www.technologyreview.com/news/541541/aging-workers-new-technology/>

- <http://www.technologyreview.com/news/541541/aging-workers-new-technology/>
- <http://www.bizjournals.com/bizjournals/how-to/human-resources/2015/11/the-gray-storm-a-new-column-explores-aging.html?page=all>
- <http://halftimeinstitute.org/hti-faculty/founder/>
- <http://sbr.com.sg/hr-education/news/work-in-progress-older-workers-clamor-more-inclusion-unemployment-swells>
- <http://www.bloomberg.com/news/articles/2015-12-09/east-asia-is-growing-old-at-a-record-pace-world-bank-says>
- <http://www.inc.com/tim-askew/second-acts-and-the-aging-entrepreneur.html>
- <http://www.seniorentrepreneurshipworks.org/about.php>
- <http://madamemoire.com/515841/the-40-year-old-intern-training-programs-for-middle-aged-workers-take-off/>
- <http://time.com/money/3725034/jobs-older-workers-improved/>
- <http://www.torontosun.com/2015/10/07/older-workers-and-legacy-careers>
- <http://www.geekwire.com/2015/these-researchers-are-building-extra-brainy-smart-homes-to-monitor-aging-adults/>
- <http://casas.wsu.edu/2013/06/21/smart-homes-feature>
- <http://www.scientificamerican.com/article/smart-home-sensors-could-help-aging-population-stay-independent/>
- <http://www.medocity.com/disease-platform-page/#headingHomehealth>
- <http://www.tuvie.com/honda-uni-cub-personal-mobility-device-offers-freedom-of-movement-in-any-direction/>
- http://mashable.com/2015/01/06/io-hawk/#66X_rT9eZOqs
- http://www.nytimes.com/2013/03/31/jobs/why-innovators-get-better-with-age.html?_r=0
- <http://www.asaging.org/blog/fostering-senior-entrepreneurship-home-and-abroad>

- <http://skift.com/2015/10/27/experiential-travel-trend-suits-tour-operators-just-fine/>
- <http://www.aarp.org/about-aarp/press-center/info-11-2014/top-2015-travel-trends-50plus.html>
- <http://www.aarp.org/about-aarp/press-center/info-11-2015/aarp-2016-top-7-travel-trends-baby-boomers.html>
- <http://www.travelmarketreport.com/articles/Three-Top-Travel-Trends-for-2016-Travel-Agents-Look-to-the-Year-Ahead>

Chapter 7: B2Beyond Marketing

- <http://marketingland.com/not-b2b-b2c-b2-human-insights-ge-healthcare-149053>
- <http://adage.com/article/btob/b-b-marketing-trends-shape-2015/296518/>
- <http://www.forbes.com/sites/johnhall/2015/10/25/10-content-marketing-trends-to-help-you-budget-for-2016/>
- <https://econsultancy.com/blog/66431-six-inspiring-new-examples-of-experiential-marketing/>
- http://www.cmo.com/articles/2015/3/9/b2b_marketing_scienc.html
- <http://adage.com/article/btob/ad-age-names-btob-award-winners-2015/296607/>
- <http://blog.hubspot.com/blog/tabid/6307/bid/33505/10-B2B-Companies-That-Create-Exceptional-Content.aspx>
- http://www.bizjournals.com/denver/blog/broadway_17th/2015/01/strategies-how-caterpillar-s-emergence-from-its.html

- <http://adage.com/article/btob/caterpillar-rolls-video-built-campaign/297278/>
- <http://adage.com/article/ad-review/ad-review-caterpillar-ogilvy-craft-cool-b-b-spot/292811/>
- <http://www.ppgresidentialglass.com/glenn/intercept.html>
- http://www.hanleywood.com/press-room/hanley-wood-announces-marvin-windows-and-doors-as-marketer-of-the-year_o
- <http://adage.com/article/btob/bma15-takeaways-millennial-buyers-data-transformation/298803/>
- <http://adage.com/article/btob/google-exec-b-b-marketers-change-game/298787/>
- <http://adage.com/article/media/sysco-embeds-products-food-network-chopped-series/300778/>

Chapter 8: Personality Mapping – Sources

- <http://www.brownandhudson.com/our-story/recent-work>
- <http://www.oberoihotels.com/experiences.aspx>
- <http://news.nationalpost.com/life/travel/boutique-chic-major-hotel-chains-embrace-new-industry-standard-for-design-in-quirky-south-beach>
- <http://www.fastcompany.com/3052958/20-moments-that-matter>
- <http://www.forbes.com/sites/georgeanders/2014/09/10/forget-cat-photos-this-prof-is-making-calculus-go-viral/>
- <http://blog.altschool.com/t-shaped-students-for-life>

- <http://www.forbes.com/sites/nickmorgan/2014/06/17/how-does-the-world-see-you-take-this-test-and-find-out/>
- <http://www.scientificamerican.com/article/new-technologies-track-our-eyes-and-read-our-minds/>
- <http://www.technologyreview.com/news/539091/lessons-from-the-digital-classroom/>
- <http://www.technologyreview.com/news/539131/india-loves-moocs/>
- <http://www.wired.com/2014/12/nerd-cruise/>

Chapter 9: Branded Utility – Sources

- <http://curatorsofsweden.com/>
- <http://www.fastcompany.com/3025294/how-to-be-a-success-at-everything/utilitarianism-marketing-being-useful-while-getting-your-m>
- <https://www.thinkwithgoogle.com/articles/how-to-beat-consumer-tune-out-with-useful-content.html>
- <https://contently.com/strategist/2015/05/11/5-content-curators-that-are-transforming-the-art-of-sharing/>
- <http://www.luxurysociety.com/articles/2015/12/2016-luxury-industry-predictions-from-the-experts>
- <http://www.sethmad.com/2015/03/i-read-ubers-new-magazine-for-drivers-so-you-dont-have-to/>
- <http://www.wired.co.uk/news/archive/2015-09/24/billguard-acquired-prosper-marketplace>

- <http://mobihealthnews.com/40365/in-depth-under-armours-fitness-app-acquisition-spree>
- <http://fortune.com/2015/08/05/adidas-buys-fitness-app-runtastic/>
- <https://www.mendix.com/think-tank/simple-truth-behind-capital-ones-acquisition-level-money/>
- <http://techcrunch.com/2015/02/11/microsoft-confirms-sunrise-acquisition-adds-depth-to-it-mobile-productivity-offerings/>
- <http://www.theglobeandmail.com/report-on-business/industry-news/marketing/for-advertisers-theres-a-virtue-to-being-useful/article6928296/>
- <http://www.fastcompany.com/3025294/how-to-be-a-success-at-everything/utilitarianism-marketing-being-useful-while-getting-your-m>
- <https://contently.com/strategist/2013/10/03/the-story-behind-the-furrow-2/>

Chapter 10: Mainstream Multiculturalism - Sources

- <http://www.imdb.com/title/tt3760922/>
- <http://www.ew.com/article/2015/09/20/emmys-2015-veep-best-comedy>
- <http://www.people.com/article/the-keswanis-a-most-modern-family>
- <http://adage.com/article/media/living-color-diversifying-tv-good-advertisers/297903/>

- <https://www.marketingweek.com/2015/11/25/an-utter-disgrace-marketing-diversity-problem/>
- <http://qz.com/132738/the-highly-unusual-company-behind-sriracha-the-worlds-coolest-hot-sauce/>
- <http://www.theatlantic.com/business/archive/2014/10/the-willy-wonka-of-sriracha-behind-the-gates-of-david-trans-factory/382030/>
- <http://www.latimes.com/local/lanow/la-me-ln-sriracha-lawsuit-dropped-20140529-story.html>
- <http://time.com/57086/sriracha-public-nuisance-irwindale/>
- <http://yaledailynews.com/blog/2015/11/04/university-commits-50-million-to-faculty-diversity-initiative/>
- <http://www.buzzfeed.com/adambvary/spike-lee-challenge-hollywood-to-hire-more-diversity#.eim9pwq5E>
- <http://www.cosmeticsdesign.com/Business-Financial/L-Oreal-s-relocation-of-research-center-confirms-US-rise-of-ethnic-beauty>
- <http://www.xojane.com/beauty/why-loreal-wants-to-wipe-out-the-ethnic-beauty-aisle>
- <http://blog.euromonitor.com/2013/10/brands-find-ethnic-beauty-space-worth-development.html>
- <http://www.bloomberg.com/news/articles/2015-09-29/the-world-s-biggest-cosmetics-brands-are-finally-courting-minorities>
- <http://www.businessoffashion.com/articles/intelligence/sixty-six-shades-skin-tapping-multicultural-beauty-market>
- http://www.klinegroup.com/news/ethnic_beauty_market10-15-14.asp

- <http://www.forbes.com/sites/forbesasia/2013/11/20/is-ethnic-beauty-poised-for-a-boom/>
- <http://www.prnewswire.com/news-releases/the-promising-ethnic-beauty-market-gives-way-to-intensified-competition-finds-kline-279297702.html>
- <http://www.refinery29.com/2014/05/68628/ethnic-beauty-label>

Chapter 11: Earned Consumption - Sources

- <http://www.lamag.com/thejump/one-of-the-most-interesting-meals-in-the-world-is-prepared-in-an-la-restaurant-youve-probably-never-heard-of/>
- www.eater.com/2012/1/25/6623581/here-are-the-eleven-toughest-reservations-in-the-world-and-how-to-get
- <http://www.wired.com/2015/06/can-real-world-work-free-coding-boot-camp/>
- <http://www.aljazeera.com/indepth/inpictures/2015/07/vienna-hotel-model-project-giving-refugees-hope-150720081314862.html>
- <http://travelever.com/hotels/cheap-accommodation-at-the-bookstore/>
- <http://robbreport.com/luxury-travel/help-save-rhinos-once-lifetime-trip>
- <http://www.psmag.com/books-and-culture/need-for-speedrunning>
- <http://www.fastcompany.com/3050575/behind-the-brand/take-a-deep-dive-into-fathom-carnivals-new-cruise-line-for-volunteers>

- <http://techcrunch.com/2014/07/03/can-content-pay-its-way-through-social-shares-and-tailored-email-newsletters/>
- <http://www.usatoday.com/story/tech/columnist/baig/2013/04/16/park-browser-review/2085633/>
- <http://www.springwise.com/flexible-paywall-lets-readers-choose-pay>

Chapter 12: Anti-Stereotyping - Sources

- <http://buswk.co/19oltGt>
- <http://www.jeremyadamsmith.com>
- <http://variety.com/2013/film/awards/lake-bell-in-a-world-oscar-1200869492/>
- <http://www.theatlantic.com/magazine/archive/2014/01/the-daddy-track/355746/>
- <http://www.lettoysbetoys.org.uk/>
- <http://www.cnn.com/2012/12/18/living/hasbro-easy-bake-oven/>
- <http://thinkprogress.org/economy/2013/11/19/296011/tide-football/>
- <http://sweden.se/society/gender-equality-in-sweden/>
- <http://ti.me/1aCgekK>
- <http://m.us.wsj.com/articles/BL-VCDB-13956>
- <http://jezebel.com/newscaster-wore-the-same-suit-for-a-year-to-prove-a-poi-1659153557>
- <http://www.psmag.com/health-and-behavior/single-man-seeking-baby>

- <http://www.adweek.com/news/advertising-branding/masculinity-gets-much-more-modern-look-latest-getty-images-collection-165295>
- <http://variety.com/2015/film/news/star-wars-box-office-christmas-weekend-1201668217/>
- <http://www.nytimes.com/2015/10/11/magazine/the-year-we-obsessed-over-identity.html>

Chapter 13: Virtual Empathy - Sources

- <http://motherboard.vice.com/blog/swap-gender-with-oculus-rift-get-empathy>
- https://www.ted.com/talks/chris_milk_how_virtual_reality_can_create_the_ultimate_empathy_machine?language=en
- <http://www.telegraph.co.uk/technology/news/11261411/Virtual-Reality-is-real-virtual-empathy.html>
- <http://techcrunch.com/2015/02/01/what-it-feels-like/>
- <http://www.thespace.org/news/view/rachel-segal-hamilton-virtual-reality-empathy-amnesty>
- <http://blog.wan-ifra.org/2015/09/18/virtual-reality-generating-empathy-through-journalism>
- <http://www.wired.com/brandlab/2015/11/is-virtual-reality-the-ultimate-empathy-machine/>
- <http://www.scientificamerican.com/article/if-you-know-how-cow-feels-will-you-eat-less-meat/>

- <http://www.npr.org/sections/alltechconsidered/2015/01/25/379417927/virtual-games-try-to-generate-real-empathy-for-faraway-conflict>
- <http://www.cbc.ca/radio/q/schedule-for-monday-september-21-1.3236533/can-virtual-reality-close-the-global-empathy-gap-1.3236541>
- <http://www.rwjf.org/en/library/grants/2014/11/developing-scalable-virtual-reality-interventions-to-teach-commu.html>
- <http://www.fastcoexist.com/3041200/could-virtual-reality-make-us-better-people>
- <http://qz.com/506201/the-un-is-using-virtual-reality-and-an-immersive-wormhole-to-connect-diplomats-with-syrian-refugees/>
- <http://asia.nikkei.com/Life-Arts/Arts/Spacey-lauds-tech-as-powerful-empathy-machine>
- <http://www.empathymuseum.com/>
- <https://www.guernicamag.com/daily/ann-dewitt-marina-abramovics-gestures-of-empathy-in-an-absentee-world/>
- <http://www.theatlantic.com/entertainment/archive/2015/01/treating-ptsd-with-the-oculus-rift/384262/>
- <http://www.theguardian.com/media/2015/nov/22/vr-journalism-virtual-reality-new-york-times-google-cardboard>
- <http://news.mit.edu/2015/designing-virtual-identities-empowerment-and-social-change-1118>
- <http://architizer.com/blog/could-virtual-reality-develop-environmental-empathy/>
- <http://www.theverge.com/2013/4/22/4251926/oculus-rift-virtual-reality-therapy-mental-health>

- <http://www.wired.com/2015/03/virtual-reality-wont-just-amuse-will-heal-millions/>
- <http://theweek.com/articles/562851/6-innovative-uses-virtual-reality>
- <http://www.forbes.com/sites/leoking/2014/05/03/ford-where-virtual-reality-is-already-manufacturing-reality/>
- <http://www.techrepublic.com/article/9-industries-using-virtual-reality/>
- http://www.huffingtonpost.com/2014/03/28/virtual-reality-uses-medicine-autism-ptsd-burn-amputee-victims_n_5045111.html
- <http://www.computerworld.com/article/2931551/emerging-technology/6-amazing-uses-for-virtual-reality-in-business.html>
- <https://vimeo.com/127920921>

Chapter 14: Data Overflow - Sources

- <http://www.nature.com/news/a-call-to-deal-with-the-data-deluge-1.18386>
- <http://www.foodnavigator.com/Policy/Open-data-release-to-boost-food-farming>
- <http://www.appliedmaterials.com/nanochip/nanochip-fab-solutions/april-2015/managing-sensor-data-deluge>
- <http://dataconomy.com/toyota-pulled-a-tesla-open-up-patents-for-fuel-cell-vehicles-what-now/>
- <https://gigaom.com/2014/06/14/what-elon-musk-did-and-did-not-do-when-he-opened-teslas-patents/>

- <http://amigobulls.com/articles/google-open-sources-tensorflow-a-preemptive-strike-on-competitors>
- <https://agfundernews.com/6-takeaways-from-the-forbes-reinventing-america-agtech-summit.html>
- <https://agfundernews.com/new-zealands-first-agtech-accelerator-hopes-to-take-leadership-role-in-local-innovation4750.html>
- <http://www.farm2050.com/>
- <http://techcrunch.com/2015/10/06/the-state-of-agtech-then-and-now/#.o7emdrw:MHc3>
- <http://www.gothamgazette.com/index.php/government/5573-new-class-offers-officials-crash-course-in-civic-tech>
- <http://thegovlab.org/the-govlab-index-open-data-updated/>
- <https://www.bostonglobe.com/ideas/2015/08/22/agricultural-drones-change-way-farm/WTpOWMV9j4C7kchvbmPr4J/story.html>

Chapter 15: Heroic Design - Sources

- http://www.slate.com/blogs/the_eye/2014/10/13/norway_chooses_pixelated_banknote_designs_from_snohetta_design_for_its_new.html
- <http://www.citylab.com/design/2014/10/norways-best-architecture-firm-designs-the-worlds-best-money/381233/>
- <http://www.theoceancleanup.com/blog/show/item/worlds-first-ocean-cleaning-system-to-be-deployed-in-2016.html>

- <http://www.designcouncil.org.uk/news-opinion/secrets-chief-design-officer-0>
- <http://www.wired.com/2013/05/accenture-fjord/>
- <http://www.teague.com/thinking/perspectives/poppi-the-airline-of-the-future>
- <http://blog.chron.com/thehighwayman/2014/02/with-gondola-lifts-planners-have-high-hopes-for-transit/>

Chapter 16: Insourced Innovation - Sources

- <https://hbr.org/2006/10/meeting-the-challenge-of-corporate-entrepreneurship>
- <http://www.strategy-business.com/article/8276?gko=8c782>
- <http://www.entrepreneur.com/article/241709>
- <http://techcrunch.com/2014/11/10/coca-cola-hopes-its-startup-incubator-is-the-real-thing/>
- <http://www.magiconline.com/news/born-leaders-beautys-brand-incubators>
- <http://www.spins.com/food-trucks-a-key-incubator-for-cpg-innovation/#.VmX2C7grKc0>
- <https://www.asaecenter.org/Resources/ANowDetail.cfm?ItemNumber=233930>
- <http://skift.com/2014/12/22/marriott-wants-to-be-an-incubator-for-culinary-entrepreneurs/>
- <http://www.businessinsider.in/Business-Incubators-Catching-Up-Fast-On-Emerging-Trends/articleshow/42016313.cms>

- <http://mypbrand.com/2015/06/18/cvs-opens-digital-innovation-lab/>
- <http://www.fastcodesign.com/3053873/behind-the-brand/inside-ikeas-innovation-lab-for-the-future-of-home-design>
- <http://digiday.com/brands/inside-wendys-efforts-create-fast-food-tech-lab/>
- <http://www.beyondcurious.com/insights/four-big-brands-embracing-innovation>
- <http://www.outsideonline.com/2018041/million-dollar-secret-innovation-lab-behind-columbias-exciting-new-apparel>
- <http://www.geekwire.com/2015/nordstrom-shrinks-innovation-lab-reassigns-employees-shakeup-tech-intiatives/>
- <http://tech.co/home-depot-innovation-lab-austin-blacklocus-2012-12>
- <http://www.wsj.com/articles/nontech-companies-launch-innovation-labs-1444734539>
- <http://blogs.wsj.com/cio/2015/06/17/at-innovation-labs-playing-with-technology-is-the-easy-part/>
- <http://blogs.wsj.com/cio/2015/05/28/nordstroms-innovation-revamp-leads-to-e-commerce-texting-app/>
- <http://www.fastcocreate.com/3052298/why-under-armours-future-show-is-key-to-its-brand-innovation-strategy>
- <http://www.forbes.com/sites/ryanmac/2014/12/23/inside-the-secret-ebay-lab-changing-real-world-shopping/>
- <http://www.nextgov.com/cio-briefing/2015/10/rise-agency-innovation-lab/123041/>

- <http://www.americanconsultants.com/article/aeec-holds-open-house-for-innovation-lab/>
- <https://www.ahip.org/News/Press-Room/2015/AHIP-Announces-State-of-the-Art-Innovation-Lab/>
- <https://enterpriseproject.com/article/2015/8/cio-aarp-looks-it-57-year-old-startup>
- <http://www.shrm.org/india/hr-topics-and-strategy/talent-development-engagement-and-retention/employee-engagement/pages/touching-lives-through-technology--can-hr-take-the-lead.aspx>
- <http://www.forbes.com/sites/barbarathau/2015/03/06/sephora-grooms-digital-leaders-with-innovation-lab-debuts-mobile-experiences/>
- <http://www.fastcompany.com/3043166/most-creative-people/first-look-inside-sephoras-new-innovation-lab>
- <http://www.adweek.com/news/technology/meet-7-brands-are-building-future-digital-retail-through-innovation-labs-161470>

Chapter 17: Automated Adulthood - Sources

- http://www.nytimes.com/2015/06/12/opinion/david-brooks-how-adulthood-happens.html?_r=0
- <http://www.apa.org/monitor/jun06/emerging.aspx>
- <http://www.jeffreyarnett.com/>
- <http://higheredsrsrc.org/publications/aspiring-adults-adrift/>

- <https://www.timeshighereducation.com/features/interview-with-the-authors-of-aspiring-adults-adrift/2015605.article>
- <http://www.theatlantic.com/business/archive/2015/06/millennials-boomers-maturity-unemployment-economy/395720/>
- <http://www.nytimes.com/2014/09/14/magazine/the-death-of-adulthood-in-american-culture.html>
- <http://www.ssea.org/conference/2015/program.htm>
- <https://business.sprint.com/blog/millennials-qa-jean-m-twenge-author-genme/>
- <http://growingleaders.com/blog/state-students-today-interview-dr-jean-twenge/>
- <http://www.theatlantic.com/health/archive/2015/11/the-age-happiness-connection-is-breaking-down/414349/>
- <http://www.vanityfair.com/culture/2015/08/tinder-hook-up-culture-end-of-dating>
- <http://nymag.com/scienceofus/2015/08/has-tinder-really-sparked-a-dating-apocalypse.html#>
- <http://www.forbes.com/sites/hbsworkingknowledge/2015/03/11/want-to-improve-your-negotiation-skills-theres-an-app-for-that/>
- <http://www.nytimes.com/2015/11/21/your-money/fidelity-joins-growing-field-of-automated-financial-advice.html>
- <http://www.smh.com.au/money/would-you-take-financial-advice-from-a-robot-20151125-gl7w3v.html>
- <http://bravenewcoin.com/news/the-uber-moment-of-the-financial-industry-is-taking-shape/>
- <http://money.cnn.com/news/newsfeeds/articles/marketwire/1233882.htm>

- <http://www.telegraph.co.uk/men/relationships/10658271/Automated-texts-to-your-girlfriend-Theres-an-app-for-that.html>
- <http://www.fastcompany.com/3054050/elasticity/how-video-chat-app-glide-got-deaf-people-talking>
- <http://www.wired.com/2015/05/ifttt-love/>
- <http://new.spectator.co.uk/2015/11/the-robots-are-coming-and-they-want-to-make-you-rich/>
- <http://techcrunch.com/2015/09/22/separate-us-wants-to-bring-divorce-online/>
- <http://time.com/4036937/roomba-980-irobot/>
- http://www.multifamilybiz.com/News/6587/Innovative_Apartment_Marketing_Platform_Earns_Fast...
- <http://www.digitaltrends.com/home/stratis-wants-to-make-your-apartment-smart/>
- <http://www.techhive.com/article/3008892/home-tech/grove-labs-brings-its-fish-powered-smart-indoor-garden-to-kickstarter.html>
- <http://time.com/4092354/how-e-mail-killer-slack-will-change-the-future-of-work/>
- http://www.huffingtonpost.com/2012/04/26/self-cleaning-glass-mit_n_1457216.html
- <http://www.fastcompany.com/3046685/most-creative-people/the-5-billion-battle-for-the-american-dinner-plate>
- <http://www.springwise.com/smart-surface-offers-recipes-based-ingredients>
- <http://blogs.wsj.com/personal-technology/2015/06/09/june-smart-oven-points-to-a-future-of-perfectly-cooked-food/>

Chapter 18: Obsessive Productivity - Sources

- <http://nypost.com/2013/05/14/rich-manhattan-moms-hire-handicapped-tour-guides-so-kids-can-cut-lines-at-disney-world/>
- http://www.huffingtonpost.com/2014/02/27/spritz-reading_n_4865756.html
- <http://www.thedrum.com/news/2014/08/29/financial-times-moves-wearables-launch-fastft-app-samsung-gear-s>
- <http://theplate.nationalgeographic.com/2015/10/24/are-we-ready-for-an-ag-tech-revolution/>
- <http://www.fastcodesign.com/3048139/what-is-zero-ui-and-why-is-it-crucial-to-the-future-of-design>
- <http://www.fastcodesign.com/3054388/microsoft-2016-will-be-the-year-of-ai>
- <http://www.bloomberg.com/news/articles/2015-12-03/apps-that-fight-your-parking-tickets>
- <http://www.lucyphone.com/>
- <http://www.engadget.com/products/narrative/clip/>

Chapter 19: Intersection Thinking - Sources

- <http://rumchata.com/#/about/about-us>
- http://issuu.com/barbusinessmagazine/docs/oct_2013_bar_business_magazine
- <http://www.businessweek.com/articles/2014-10-09/rumchata-success-is-game-changer-among-cream-liqueurs>

- <http://www.fastcompany.com/1739774/how-carrots-became-new-junk-food>
- *The Click Moment* by Frans Johansson

Chapter 20: 7 Trend Resources To Bookmark

- <http://www.trendwatching.com>
- <http://www.psfk.com>
- *Megatrends* by John Naisbitt
- *The Trend Forecaster's Handbook* by Martin Raymond
- <http://www.coolhunting.com>
- <http://www.thecoolhunter.co.uk>
- <http://www.slideshare.com>

Chapter 21: Anti-Trends - Sources

- <http://content.time.com/time/magazine/article/0,9171,2029487,00.html>
- <http://ny.eater.com/2014/11/4/7151951/white-truffles-in-restaurants>
- <http://www.foodandwine.com/articles/is-barolo-still-italys-greatest-wine>
- <http://www.telegraph.co.uk/finance/businessclub/7996379/Daniel-Pinks-Think-Tank-Flip-thinking-the-new-buzz-word-sweeping-the-US.html>

Afterword

- <http://www.dailymail.co.uk/sciencetech/article-2726039/Impossible-asteroid-hurtling-Earth-defying-laws-physics-experts-dont-know-stop-it.html>
- <https://www.youtube.com/watch?v=AvXDa8hyT80>