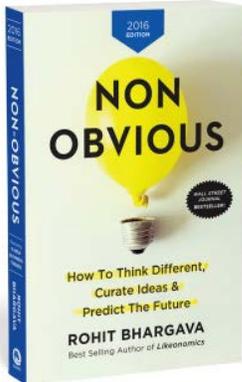




NON-OBVIOUS 2016 EDITION

How To Think Different, Curate Ideas & Predict The Future



ALL NEW 2016 Edition of the Wall Street Journal Bestseller Featuring 15 ORIGINAL Trends for 2016

PLUS Updates to all 15 trends from last year's report!

How does the dramatic decline of golf explain the boom in sales of music on vinyl? What can the world's most exclusive restaurants teach you about the future of consumption? What cultural trend unites a transgender six year old, a Somali supermodel, and a Canadian prime minister?

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

For the past 5 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 sixth 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 what the world's most exclusive restaurants can teach you about the future of consumption or how experiments at the most advanced elementary schools on earth are changing marketing.

In total, the Non-Obvious 2016 Edition features 15 all-new trends for 2016 across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. The book also takes a deeper look at the 15 predicted trends from the original publication in 2015 - offering detailed updates and new insights for each of those previous trends as well.

Finally, Non-Obvious takes a brutally honest look back at more than 60 of the author's previous trend predictions from 2011 to 2015, providing an honest assessment of what came true, what was a dud, and why it matters - including detailed reviews and insights for 15 trends from 2015 and a NEW bonus Q&A interview with the author.

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 the things that others miss, and become a speed understander yourself, this book can help you get there.

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BOOK WEBSITE – www.nonobviousbook.com | AUTHOR WEBSITE – www.rohitbhargava.com

TREND SUMMARIES

2016 NON-OBVIOUS TREND REPORT



2016 CULTURE & CONSUMER BEHAVIOR TRENDS

E-mpulse Buying

The growth of mobile-enabled shopping experiences reverses the often predicted death of impulse buying, as consumers once again make split second emotional buying decisions.

Strategic Downgrading

As more products become Internet-enabled and digitally “improved,” consumers increasingly opt for simpler, cheaper and sometimes more functional versions instead.

Optimistic Aging

A generation of aging adults embrace the upside of age thanks to longer lifespans, new professional opportunities, financial freedom, and helpful tech innovations.

2016 MARKETING & SOCIAL MEDIA TRENDS

B2Beyond Marketing

B2B brands embrace their humanity, take inspiration from other sectors and focus more broadly on marketing to decision makers as people first and buyers second.

Personality Mapping

As behavioral measurement tools map the details of our personalities, brands start using this data to bring likeminded people together and create better experiences.

Branded Utility

Brands use a combination of content marketing and integration with business operations to augment promotions with more ways to add value to customer’s lives.



IDEAPRESS
PUBLISHING

2016 MEDIA & EDUCATION TRENDS

Mainstream Multiculturalism

After years of being minimized, multicultural citizens find widespread acceptance through growing integration of diverse ideas and people in entertainment, products and politics.

Earned Consumption

The desire for shareable experiences leads to a willingness among consumers to sometimes "earn" their right to consume, paying for products or access with their time or social capital.

Anti-Stereotyping

Across media and culture, assumptions and perceptions about a particular gender, ethnicity or category are being fundamentally challenged and shifted.

2016 TECHNOLOGY & DESIGN TRENDS

Virtual Empathy

A rise in virtual reality experiences will lead to greater human and corporate empathy due to the immersive ability to see the world through foreign and unfamiliar eyes.

Data Overflow

An overload of personal, open, and corporate data leads organizations to go beyond algorithms and look to artificial intelligence, curation, and startups to make the data meaningful.

Heroic Design

Design takes a leading role in the introduction of new products, ideas and inspiration to change the world in nuanced, audacious, irreverent and sometimes unexpectedly heroic ways.

2016 ECONOMICS & ENTREPRENEURSHIP TRENDS

Insourced Incubation

Companies invest in "intrapreneurship" by launching innovation labs, bringing innovators in house, and providing support and resources in a model inspired by the best startup incubators.

Automated Adulthood

A growing range of services to manage every human need from cooking to helps emerging adults ease their way into independence and grow up slowly - or sometimes not at all.

Obsessive Productivity

The growing human need to be productive in every moment rapidly evolves into an obsession that underpins every brand interaction or other experience people have.

TREND SUMMARIES

2015 NON-OBVIOUS TREND REPORT



2015 CULTURE & CONSUMER BEHAVIOR TRENDS

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.

2015 MARKETING & SOCIAL MEDIA TRENDS

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

Mediation, yoga and quiet contemplation become powerful tools for individuals and organizations to improve performance, health, and motivation.



IDEAPRESS
PUBLISHING

2015 MEDIA & EDUCATION TRENDS

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.

2015 TECHNOLOGY & DESIGN TRENDS

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.

2015 ECONOMICS & ENTREPRENEURSHIP TRENDS

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.



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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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 or to schedule Rohit for a media appearance or speaking engagement, visit www.rohitbhargava.com and fill out a media request form.

BOOK WEBSITE – www.nonobviousbook.com