



## RESEARCH: Notes, References, & Credits

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The preparation of this book and Trend Report involves consulting hundreds of publications, interviewing dozens of experts and reviewing more than 50 books each year.

This year direct references to research stories, quotes from books or interviews and clarifying research have all been included in the book as Endnotes. This, however, does not reflect the full breadth of sources consulted.

Each trend includes an average of about 40 different stories and research links that were consulted in the preparation and writing of that trend. Since inserting a long list of links in a physical (or even an ebook) has limited value, this research is instead shared through a downloadable PDF which you can access and download.

The intent of this list is to offer a useful way for you to visit individual links to stories, to learn more about a trend, or to do a bit of Truthing yourself and discover where exactly the ideas and research cited in this book come from.

To download a PDF with active links for this 2018 edition of Non-Obvious, visit this URL:\* [www.nonobviousbook.com/resources](http://www.nonobviousbook.com/resources)

\*Note – This page also includes ALL previous resources used for past editions of the trend report.

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