Trend-Driven Innovation: Beat Accelerating Customer Expectations

Beat accelerating customer expectations with

TREND-DRIVEN INNOVATION

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Foreword by Alexander Osterwalder, lead author of the international bestseller *Business Model Generation*

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Synopsis

Trend-Driven InnovationBeat accelerating customer expectations.Every business leader, entrepreneur, innovator, and marketer wants to know where customers are headed. The problem? The received wisdom on how to find out is wrong.In this startling new book, the team at TrendWatching share a powerful, counter-intuitive truth: to discover what people want next, stop looking at customers and start looking at businesses. That means learning how to draw powerful insights from the way leading brands and disruptive startupsâ "from Apple to Uber, Chipotle to Patagoniaâ "redefine customer expectations.Sharing the secrets that have led thousands of the world's most successful brands and agencies to rely on TrendWatching for over a decade, Trend-Driven Innovation is the book that will reconfigure your view of the business world forever.You'll learn: How to spot emerging trends using three crucial building blocks, and how to recognize the expectation gaps that herald opportunity. Why most professionals focus on precisely the wrong trends and innovations, and how to avoid this. How to turn trends and insights into innovations that customers will love. Amid the endless change that defines today's business environment, opportunity is everywhere. Highly practical, and featuring real-world examples from around the world, Trend-Driven Innovation is the actionable, battle-tested manual that will enable you harness those opportunities time after time. Setting you up to build an organization that matters, products customers love, and campaigns people can't stop talking about.

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Customer Reviews

Trend Driven Innovation is a good book. It is well written and gives you a solid framework for observing, identifying and creating trends in your industry. If you don't have a good knowledge of trend forecasting this book will give you a great tool kit for building a skill set that you'll use regularly. The book defines the difference between Trends and Fads as:Trends - What People DoFads - How People Do ItThese distinctions will be important as you go through the book and work on identifying your own trends.The book is broken down into six sections than include:1. Why Now2. Scan3. Focus4. Generate5. Execute6. CultureEach section is further broken into chapters that support each section. For example, the chapter included in 1 - Why Now? is The Expectation Economy.For me the most valuable part of the book is the Consumer Trend Canvas. It gives you a strong basis for identifying clearly identifying trends and creating solutions for taking action on one simple sheet. The consumer trend canvas is made up of all the sections of the book that come before it. The book also includes trend identification questions which will help you discover trends in your industry. Once you've completed the canvas you'll have a strong basis for taking action.There is also a section of the book which I'm afraid will be dated quickly as trends change called Trends Unpacked. There are some interesting trends that they identify in that section but you can also see the application of their methodology and better apply it for yourself.An unusual approach that this book takes is having you look inside your business first before looking at customers and prospects.

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