



Trend Management

How to Effectively Use Trend-Knowledge in Your Company

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Autoren: Blechschmidt Jörg

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WEITERE INFORMATIONEN UND BESTELLUNG

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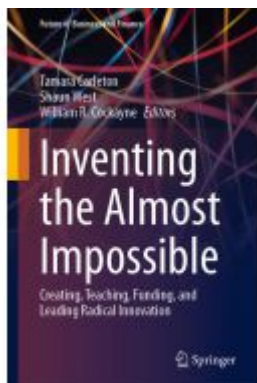
Details

This book offers a concise introduction to trend management in companies, demonstrating how effective trend management can help you understand future developments and make informed decisions. Key business decisions often rest on assumptions about future market trends, customer behavior, and emerging technologies that drive new products. The book details established methods such as trend studies and trend radars, explaining both their methodology and application. Practical tips are provided to help integrate these insights into a company's operational processes, emphasizing that trend management is only successful when it results in positive change.

Whether you're a newcomer or an experienced trend manager, this book provides a wealth of ideas for identifying opportunities and risks early on, and for expanding your company's strategic options.

The second edition has been updated with the latest developments, including the use of artificial intelligence in trend management, and introduces new methodological approaches such as the futures triangle and the futures wheel.

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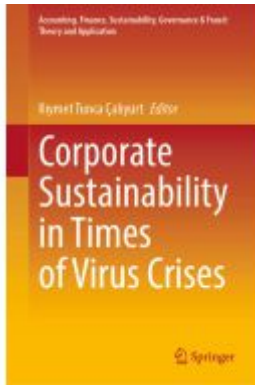
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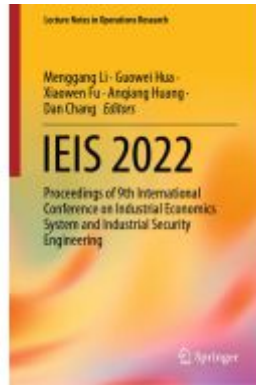
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