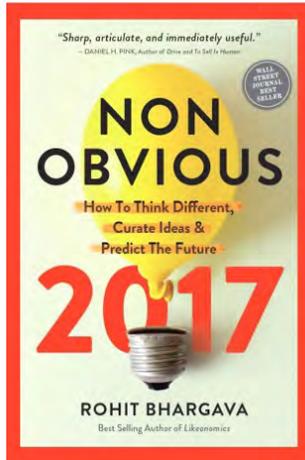




NON-OBVIOUS 2017 EDITION

How To Think Different, Curate Ideas & Predict The Future



ALL NEW 2017 Edition of the Wall Street Journal Bestseller Featuring 15 ORIGINAL Trends for 2017

PLUS New Ratings for 105 Previous Trend Predictions!

What unexpected insights can a holographic Holocaust survivor and a Japanese film about soy sauce offer us about career development? How do self-repairing airplane wings, touch-enabled "skinterface" tattoos and smart locks predict the next trillion dollar industry? What can the surprising popularity of an odd Norwegian TV show and the rise of "quiet eating" in Spain teach us about buying behavior?

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

For the past 6 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, Coca-Cola, Under Armour and the World Bank.

In this all-new seventh edition, discover what more than a million readers already have: how to use the power of non-obvious thinking to grow your business and make a bigger impact in the world.

In total, Non-Obvious 2017 Edition features 15 all-new trends for 2017 across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. The book also takes a brutally honest look back at more than 100 of the author's previous trend predictions from 2011 to 2016, providing a rare transparent assessment of which trends continued to accelerate over time, which did not, and why it matters.

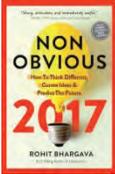
Non-Obvious has three editions published in print (2015, 2016 and 2017). Globally, the book has been translated into Russian, Chinese, Arabic, Vietnamese, and Spanish. Other editions are coming in early 2017, including a revised Chinese edition and a Korean edition.

Retail Price: \$17.95 | Published December 6, 2016 in Paperback + Ebook | ISBN - 978-1-940858-23-4

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

Author is based in Washington DC and available for media interviews | Reviews copies of book available on request

MEDIA CONTACT: Aimee Cripps | aimee@trusting.com | Phone: +1 256 289 1671



2017 NON-OBVIOUS TREND SUMMARY

A summary of the 15 NEW trend predictions from the 2017 edition of the Wall Street Journal best seller *Non-Obvious* by Rohit Bhargava. For more on these trends, visit www.nonobviousbook.com



Fierce Femininity – As gender continues to become more fluid, fiercely independent women are increasingly portrayed as heroines, seen as role models and changing the world.

CULTURE &
CONSUMER BEHAVIOR



Side Quirks - The global shift toward individualism leads more people of all ages to embrace what makes them unique, follow their passion, and celebrate the quirky differences in one another.



Desperate Detox – Addictive technology, media clutter and excess physical things add complexity of our daily lives, leading more people to desperately seek out more simplicity anywhere they can.



Passive Loyalty - The ease of switching from brand to brand continues to empowers consumers – forcing brands to get smarter about earning true loyalty of belief versus loyalty of convenience.

MARKETING &
SOCIAL MEDIA



Authentic Fame-seekers - A new generation of creators turn skillfully earn attention from vast audiences online by being willing share real, unfiltered and true versions of themselves.



Loveable Unperfection - More brands and creators intentionally focus on imperfections, flaws and personality to make their products and experiences more human, believable and desirable.



Preserved Past - Technology offers new ways for us to preserve history, changing the way that we learn from, experience and preserve the past for future generations.

MEDIA &
EDUCATION



Deep Diving - While our shrinking attention span leads to more media skimming vs reading, people continue to spend time with experiences and content that truly capture their interest.



Precious Print - Thanks to our digital-everything culture, the few objects and moments we choose to interact with in print or physically become more emotionally valuable and deeply personal.



Invisible Technology - The more sophisticated technology gets, the more it is able to anticipate needs, protect us and provide utility while increasingly blending unnoticeably into our daily lives.

TECHNOLOGY &
DESIGN



Robot Renaissance - As the utility of robots moves beyond manufacturing and into the home and workplace, they adopt better human-like interfaces and even may have micro-personalities built in.



Self Aware Data - The combination of artificial intelligence and better sensors allows data to predictively organize, identify insights and often take action with little or no human intervention.



Moonshot Entrepreneurship – Inspired by visionary entrepreneurs, more organizations think beyond profit and focus on using business to make a positive social impact and even save the world.

ECONOMICS &
ENTREPRENEURSHIP



Outrageous Outsiders – Countries and corporations see mixed benefits from the rise of outsiders and their willingness to say or do outrageous things to capture attention and change the status quo.



Mainstream Mindfulness - Meditation, yoga and quiet contemplation overcome their incense burning reputations to become powerful tools to improve performance, wellness and motivation..



ROHIT BHARGAVA is a trend curator, professor and the best selling author of five books. He has founded three successful companies and has spoken in 31 countries around the world. Prior to becoming an entrepreneur, he spent 15 years advising large global companies on brand strategy through leadership roles at Ogilvy and Leo Burnett.