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The Trend Forecaster's Handbook is a highly readable and beautifully designed book that provides a practical framework for understanding and reacting to cultural trends. This review is a sneak preview of the second edition.

The Trend Forecasters Handbook

Trend Forecaster's Handbook : Second Edition, Paperback by Raymond, Martin, ISBN 1786273845, ISBN-13 9781786273840, Brand New, Free shipping

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Written for the professional forecaster, researcher, innovator and foresight strategist, this expanded and updated version of The Trend Forecaster's Handbook explains, explores and fully examines the growing battery of technologies, techniques and executional approaches used to identify trends, capture insights, develop forecasts, inform innovation, and define and develop new product streams.

Trend Forecaster's Handbook by Raymond Martin

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