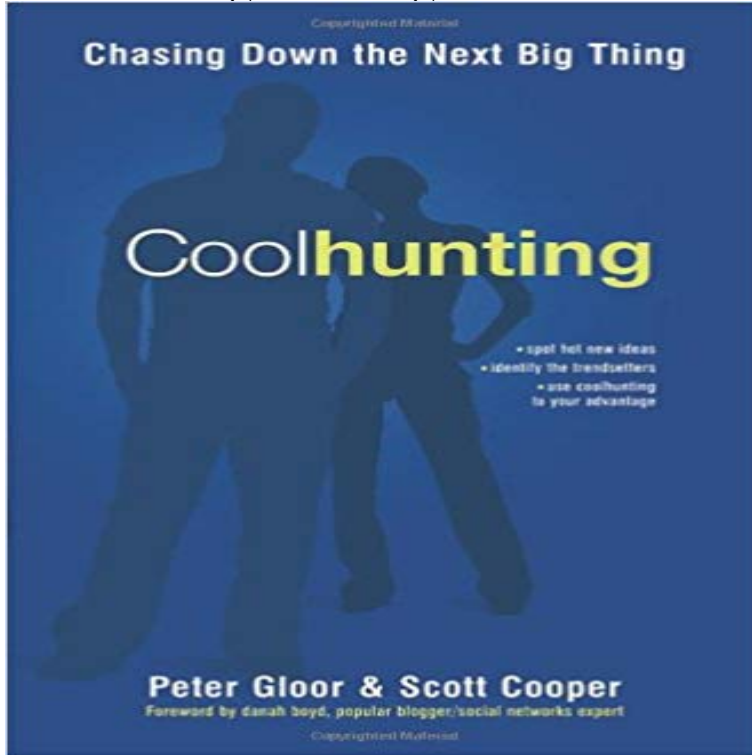


# Coolhunting: Chasing Down the Next Big Thing



What do the iPod, MySpace, and YouTube all have in common? They're fresh, they're sexy, and most importantly -- they're cool. But while many companies embark on the eternal quest for the next big thing, very few know how to actually find it. Coolhunting will take readers into the very heart of the search and show them how to find trendsetters, spot innovations, and turn brilliant ideas into hot new trends. Major companies like Starbucks and Proctor & Gamble have already discovered the power of coolhunting. Now, anyone can learn how to:

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- \* cultivate the skills and techniques of highly effective coolhunters
- \* pinpoint developing trends on the Internet by using smartbadges

An invaluable tool for businesses of all sizes, Coolhunting will show leaders how to stay ahead of the curve and on the cutting edge of where their customers want to be taken.

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