



# Non-Obvious

*Rohit Bhargava*

Download now

[Click here](#) if your download doesn't start automatically

# Non-Obvious

*Rohit Bhargava*

**Non-Obvious** Rohit Bhargava  
**Wall Street Journal Bestseller**  
**#1 Amazon Business Bestseller**  
**#1 Marketing**  
**#1 Entrepreneurship**  
**TOP 50 ALL Kindle Books**

What do Disney, Bollywood, and The Batkid teach us about how to create celebrity experiences for our audiences? How can a vending-machine inspire world peace? Can being imperfect make your business more marketable? Can a selfie improve one's confidence? When can addiction be a good thing?

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

For the past 4 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 brands and organizations in the world like Intel, Under Armour and the World Bank.

In this all-new fifth edition, discover what more than half a million others already have: how to use the power of non-obvious thinking to grow your business and make a bigger impact in the world. Non-Obvious is filled with entertaining insights like how a pioneering comedy club charging audiences per laugh may forecast the future of consumption or how a wave of tech firms hiring yogis and offering classes in mindfulness may change the overall culture of business.

Other trends featured in the report include:

- **The Reluctant Marketer** - Why brands are focusing less on traditional marketing and promotion and more on content marketing and customer experience.
- **Glanceable Content** - How companies are leveraging our shrinking attention span to create experiences designed for rapid consumption.
- **Small Data** - How all the excitement about big data in business may be misguided and true value comes from learning to leverage the tiny focal points that matter.

In total, Non-Obvious features 15 all-new trends for 2015 across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. Each is designed to help you take a deeper look at the changing landscape of business and prepare your business for the future.

For the first time ever, Non-Obvious also delves into the curation process the author has used for years to build his Trend Reports and takes readers behind the scenes of trend curation (much to the delight of past readers who have been asking about this for years), and show them the methodology they can use to predict the future for themselves.

Finally, Non-Obvious takes a brutally honest look back at more than 60 previous trends from 2011 to 2014, providing an honest assessment of what came true, what was a dud, and why it matters.

In the end Non-Obvious is a book that will show you how to think different, curate your ideas and get better at predicting what will be important tomorrow based on learning to better observe patterns in the world today.

Isaac Asimov once wrote that he was not a speed reader, but he was a speed understander. If you want to improve your business or your career by seeing those things that others miss, and becoming a speed understander for yourself, this book can help you get there.

 [Download Non-Obvious ...pdf](#)

 [Read Online Non-Obvious ...pdf](#)

## **Download and Read Free Online Non-Obvious Rohit Bhargava**

---

### **From reader reviews:**

#### **Lonnie Bowers:**

A lot of people always spent their very own free time to vacation as well as go to the outside with them household or their friend. Are you aware? Many a lot of people spent they free time just watching TV, or perhaps playing video games all day long. If you would like try to find a new activity here is look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you just read you can spent 24 hours a day to reading a guide. The book Non-Obvious it is extremely good to read. There are a lot of individuals who recommended this book. We were holding enjoying reading this book. In case you did not have enough space bringing this book you can buy the particular e-book. You can m0ore easily to read this book out of your smart phone. The price is not to cover but this book features high quality.

#### **Christi Potter:**

Your reading 6th sense will not betray an individual, why because this Non-Obvious publication written by well-known writer who really knows well how to make book which can be understand by anyone who else read the book. Written inside good manner for you, leaking every ideas and publishing skill only for eliminate your own personal hunger then you still question Non-Obvious as good book not merely by the cover but also with the content. This is one reserve that can break don't determine book by its handle, so do you still needing yet another sixth sense to pick this specific!? Oh come on your looking at sixth sense already said so why you have to listening to another sixth sense.

#### **Ollie Nadeau:**

It is possible to spend your free time to study this book this guide. This Non-Obvious is simple to create you can read it in the playground, in the beach, train in addition to soon. If you did not possess much space to bring the printed book, you can buy the actual e-book. It is make you easier to read it. You can save the actual book in your smart phone. And so there are a lot of benefits that you will get when you buy this book.

#### **Rachel Addison:**

Do you like reading a publication? Confuse to looking for your chosen book? Or your book seemed to be rare? Why so many problem for the book? But any kind of people feel that they enjoy to get reading. Some people likes studying, not only science book but also novel and Non-Obvious or others sources were given understanding for you. After you know how the fantastic a book, you feel need to read more and more. Science publication was created for teacher or maybe students especially. Those books are helping them to increase their knowledge. In some other case, beside science book, any other book likes Non-Obvious to make your spare time more colorful. Many types of book like here.

**Download and Read Online Non-Obvious Rohit Bhargava  
#C0GLMZAKQ6N**

## **Read Non-Obvious by Rohit Bhargava for online ebook**

Non-Obvious by Rohit Bhargava Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Non-Obvious by Rohit Bhargava books to read online.

### **Online Non-Obvious by Rohit Bhargava ebook PDF download**

**Non-Obvious by Rohit Bhargava Doc**

**Non-Obvious by Rohit Bhargava Mobipocket**

**Non-Obvious by Rohit Bhargava EPub**