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Technology & Design plus Economics & Entrepreneurship.

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Non-Obvious 2018 Edition: How to Predict Trends and Win the Future By: Rohit Bhargava
Narrated by: David Zarbock

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After ten years of publishing trend insights, this upcoming edition of Non-Obvious will be the last one – featuring insights from all previous nine editions, the ideas and trends will be bigger (megatrends!), the implications will be more long lasting and the book will be in bookstores for longer than a year.

Trend Research - Rohit Bhargava

Non-Obvious & The 2018 Non-Obvious Trend Report In this current edition of Non-Obvious, readers will see a brand new format and layout with significant updates throughout the book.

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Non-Obvious 2017 Edition by Rohit Bhargava, 9781940858234, available at Book Depository

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