



# Trendspotting the Quick and Easy Way

*How savvy executives stay on top of the latest trends, crushing the competition and multiplying profits*

**T**he world is changing more rapidly than ever before...and companies that don't keep up are often left behind.

IBM failed to foresee the PC revolution and saw its share price plunge by 77% at a time when the Dow was quadrupling in value. Xerox failed to see the market for small copiers and handed that market to Canon. Sears got trounced by WalMart. And Barnes & Noble got caught napping by upstart amazon.com.

Clearly, it's important to keep up with the trends. But how do you do so when things are changing so fast—and when it seems like you're drowning in a sea of information?

For some 12,000 top executives, the solution is a bi-monthly advisory service

called *Trend Letter*.

Since 1982, the editors of *Trend Letter* have compiled a remarkable track record. They predicted the boom in personal computers while a young Bill Gates was still writing computer programs in his basement. They forecast a booming economy when most pundits were expecting decline. They foresaw free trade, a unified Europe, and the rise and fall of the Asian economies. And they were ahead of the pack on hundreds of other trends...including managed health care...e-commerce...telecommuting...and more.

The secret to their success is a little-known technique called content analysis. Developed during the second world war by U.S. Intelligence, content analysis is still the favored tool of the CIA and other intelligence agencies.

Lisa.

Try this.  
It's really good!

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hiring employees. A Harvard study finds that it's *twice* as important as technical skills or a high IQ!

- How to market to "Generation Y." They're just as numerous as baby boomers—and they have more spending money than any generation in history! Companies who fail to give them what they want will pay a heavy price.
- The surprising industry that will soon have more employees than all of England's heavy industry put together. Eye-opening information you must read.
- The biggest threat yet to retail stores. New technology that lets on-line shoppers "touch" and "try on" the merchandise! Here's what every retailer needs to do to adapt.
- Countries where social upheaval spells huge opportunity for business. Several savvy marketers are already profiting. You can, too.
- The latest trends in employee benefit programs. One overlooked benefit was found to be the most effective at attracting and keeping employees. (Surprise: it has *nothing* to do with money.)
- Why network TV as we know it will cease to exist. And how this will change the advertising industry and the way companies advertise their products.
- Why worker shortages will continue well into the future. And what leading companies are doing to attract and keep the best and brightest employees.
- The marketing blunder that seriously hurt Nike and Pepsi. They failed to spot this key trend...but you don't have to. Revealed in *Trend Letter*.
- Industries and workers are heading to the sun belt, right? Wrong. Believe it or not