

《微趋势Microtrends》

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内容简介

In this innovative book, one of the most respected analysts in the world articulates a new way of understanding how we live. Mark Penn, the man who identified "Soccer Moms" as a crucial constituency in President Clinton's 1996 reelection campaign, is known for his ability to detect relatively small patterns of behavior in our culture-- microtrends that can wield influence on a global scale. Relying on some of the best data available, Penn identifies more than 70 microtrends in religion, leisure, politics, and family life that are changing our lives. Among them are:

People are retiring but continuing to work.

Teens are turning to knitting.

Geeks are becoming the most sociable people around.

Women are driving technology.

Dads are older than ever and spending more time with their kids than in the past.

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