



Trend Forecaster's Handbook

By Raymond Martin

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The Trend Forecaster's Handbook is a sharp, in-depth and highly visual textbook and teaching aid for students and academics keen to know more about the world of trends, trend forecasting, and consumer-insight techniques.

This "how to" book provides design students with skills to understand and track trends and use them to inform their research, design, and product development. With quotes, interviews, and case studies of key players.

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Editorial Review

About the Author

Martin Raymond, co-founder of The Future Laboratory, a consumer-insight, trend-forecasting, and brand-strategy agency whose clients include American Express, Louis Vuitton, Laurent-Perrier, Absolut, BMW, Lamborghini, and Condé Nast. He is a regular media commentator on trends and business.

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