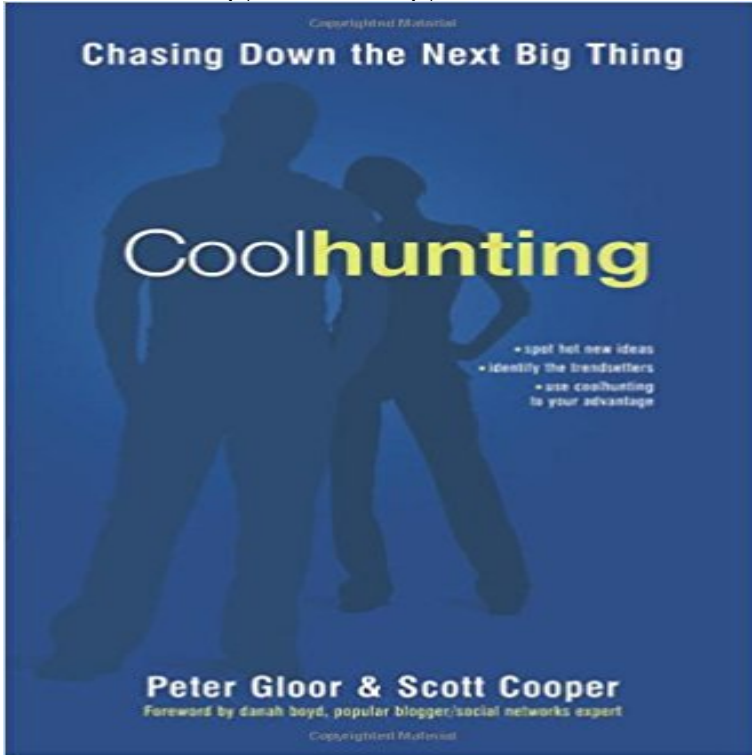


Coolhunting: Chasing Down the Next Big Thing



What do the iPod, MySpace, and YouTube all have in common? They're fresh, they're sexy, and most importantly -- they're cool. But while many companies embark on the eternal quest for the next big thing, very few know how to actually find it. Coolhunting will take readers into the very heart of the search and show them how to find trendsetters, spot innovations, and turn brilliant ideas into hot new trends. Major companies like Starbucks and Procter & Gamble have already discovered the power of coolhunting. Now, anyone can learn how to: * tap into the Tao of Cool and identify the trends that are truly cutting-edge * cultivate the skills and techniques of highly effective coolhunters * pinpoint developing trends on the Internet by using smartbadges An invaluable tool for businesses of all sizes, Coolhunting will show leaders how to stay ahead of the curve and on the cutting edge of where their customers want to be taken.

Coolhunting Scott Cooper & Peter Gloor Soundview Book Review Aug 10, 2007 - 50 min - Uploaded by Talks at Google Author Peter Gloor discusses his book Coolhunting: Chasing Down the Next Big Thing as a Coolhunting: Chasing Down the Next Big Thing by - LeadershipNow Review Number: 2007/2 Review Subject: Coolhunting: Chasing down the Next Big Thing Peter A. Gloor and Scott M. Cooper Publisher Name: AMACOM PlaceÂ Coolhunting. Chasing Down the Next Big Thing: : Peter Coolhunting Chasing Down The Next Big Thing that can be search along internet in google, bing, yahoo and other mayor seach engine. This special. R & Ds Role in Product Liability - Google Books Result Coolhunting Chasing Down The Next Big Thing that can be search along internet in google, bing, yahoo and other mayor seach engine. This special. Coolhunting Chasing Down The Next Big Thing Ebook ve Type: Book Author(s): Gloor, Peter A., Cooper, Scott Date: c2007 Publisher: AMACOM Pub place: New York ISBN-10: 0814473865 ISBN-13Â Coolhunting: Chasing Down the Next Big Thing - Google Books Result Review Number: 2007/2 Review Subject: Coolhunting: Chasing down the Next Big Thing Peter A. Gloor and Scott M. Cooper Publisher Name: AMACOM PlaceÂ Coolhunting: Chasing down the Next Big Thing - Emerald Insight Buy Coolhunting. Chasing Down the Next Big Thing by Peter Gloor, Scott W. Cooper (ISBN: 9780814473863) from Amazons Book Store. Free UK delivery onÂ Coolhunting Chasing

