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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 Proctor & Gamble have already discovered the power of coolhunting.

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'Coolhunting' and 'swarm creativity' are powerful concepts about identifying emerging trends and discovering the key trendsetters. They are about uncovering hidden innovation and innovators and they include the how and why new ideas and new knowledge are converted into products and services that correspond to the collective human mindset.

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the people who set them. The art of coolhunting involves zeroing in on the fresh idea that will be the ...

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"Coolhunting: Chasing Down the Next Big Thing" by Peter Gloor & Scott Cooper, AMACOM, New York, 2007. Review. Reading this bright book is a recommended experience. For three main reasons. First, it contains a refined abstraction of the human and social mechanisms that by far from we are in existence are the basis of human evolution.

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Coolhunting: Chasing Down the Next Big Thing: Gloor, Peter ...
Coolhunting. Chasing Down the Next Big Thing by Scott Cooper, 9780814473863, available at Book Depository with free delivery worldwide.

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Author Peter Gloor discusses his book "Coolhunting: Chasing Down the Next Big Thing" as a part of the Authors@Google series. This event took place on July 9,...

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PETER GLOOR & SCOTT COOPER. Coolhunting. Chasing down the ...

Coolhunting: Chasing Down the Next Big Thing. Peter Andreas Gloor, Scott M. Cooper. AMACOM, 2007 - Business & Economics - 236 pages. 0 Reviews. The book is structured around a series of lessons for unlocking and applying swarm creativity in organizations to build greater creativity, productivity, and efficiency. It explains how to harness an ...

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Coolhunting is a neologism coined in the early 1990s referring to a new kind of marketing professionals who make observations and predictions in changes of new or existing "cool" cultural fads and trends. Coolhunting is also referred to as "trend spotting," and is a subset of trend analysis. Coolhunters resemble the intuitive fashion magazine editors of the 1960s such as Nancy White. Coolhunters operate mostly in the world of street fashion and design, but their work also blurs into that of futu

Coolhunting - Wikipedia

That's the premise of a new book called Coolhunting: Chasing Down the Next Big Thing by MIT researchers Peter Gloor and Scott Cooper. The book advocates a variety of methods for sensing the ...

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