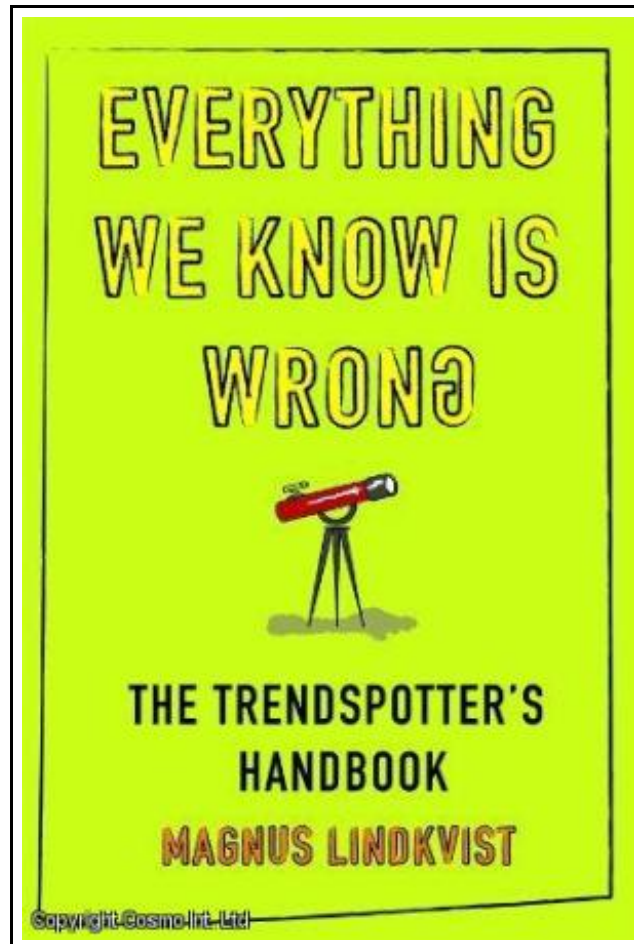


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Marshall Cavendish, UK, 2010. Softcover. Book Condition: New. First Edition. Available Now. Book Description: Everything We Know Is Wrong is a handbook for better trendspotting. Building on seven insights about how our mind perceives (or doesn't perceive) changes, acclaimed trendspotter Magnus Lindkvist has written a book for anyone who's ever wanted to make sense of the many unexpected, chaotic and often contradictory events that define business, society and life in the 21st century. By fusing psychology and business and using contemporary examples, Lindkvist paints a vivid picture of why we're blind as trendspotters and why admitting this is an excellent starting point. : From the Back Cover: Why do grownups believe that the world is just like when they were growing up and that everything happening now is an exception? : We are trendspotting creatures who spend our lives wondering what's going on in the world around us. So why do so many changes pass us by or - even worse - take us completely by surprise? Why is our worldview always a little broken? What's the learning of the many extreme events that have taken place over the past decade - from September 11th, 2001 to the financial crash of 2008? What long-term changes take place behind daily headlines and buzzwords? How can we understand the present and predict the future if we can't even make sense of it? : These questions are the starting point of Everything We Know Is Wrong - The Trendspotter's Handbook, an inspiring instruction manual to help you sharpen your trendspotting skills and navigate the many puzzling changes that make up life in the 21st century. Where other books about trends serve up ready-to-eat meals, this one will help you find, hunt and prepare your own "food" by giving you the tools and mindset...



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