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MICROTRENDS (INTERNATIONAL EDITION)



Twelve Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 6.75 in. Neuware - Mark Penn argues that the biggest trends in America are the Microtrends, the smaller trends that go unnoticed or ignored. One million people can create new market for a business, spark a social movement, or effect political change. In 1996, a microtrend identified by Penn ('soccer moms') was crucial in re-electing President Clinton. With years of experience as one of world's most highly regarded pollsters, Mark Penn identifies...

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- Authored by Mark J. Penn
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