

# The Next Big Thing: Top Trends from Today's Leading Experts to Help You Dominate the New Economy



The old adage states: Driving forward while focusing on the rearview mirror will land you in an accident. This also holds true in business. While it's important to understand the past, the future is where the real opportunity lies. But how do you tell the difference between passing fads and profitable trends? The authors in this book aim to do exactly that. Forty-one leading experts across multiple industries have teamed up to share The Next Big Thing to help you profit in this new economy.

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