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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

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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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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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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  
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Coolhunting: In Pursuit of  
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2019. Register Now. Now you can determine what's going to be cool—before everyone else. The art of coolhunting involves zeroing in on the fresh idea that will be the genesis of a hot new trend. It also involves finding the people responsible for the idea—the trendsetters who will cause others to jump on board.

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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"



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Big Thing Book 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

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## Chasing Cool - Harvard Business Review

Coolhunting: Chasing Down the Next Big Thing (AMACOM, 2007) by Peter Gloor and Scott Cooper Why this book stands out: Are you a trendsetter or a trend-follower? If you're the latter, Coolhunting ...

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