

How To Find The Next Big Thing

Everybody wants to know what is going to be the next big thing, but it's the smaller forces that shape today's and tomorrow's big changes, according to the book, *MicroTrends: The Small Forces Behind Tomorrow's Big Changes*. "A trend can start off small and get big and reach the tipping point, or it can stay small, but both can be really powerful," says the book's co-author Kinney Zalesne.

The book outlines 75 burgeoning trends, including several youth-oriented movements — such as a growing number of teens wanting to become snipers, consuming caffeine or turning to knitting (see story on p.1) — along with research and data to get people to think outside of conventional wisdom.

"The majority of information and data used in the book is public, but people just don't look for it. The book isn't as much of a fortune telling device as to get people to focus on what is happening right now. A small group can still have an enormous impact on today's culture," says Zalesne. [HUMAN BEHAVIOR/RESEARCH TRENDS]

SOURCE: *MicroTrends: The Small Forces Behind Tomorrow's Big Changes*, by Mark Penn with E. Kinney Zalesne, Hachette, 237 Park Ave., New York, NY 10017, September 2007; www.hachettebookgroupusa.com. Price \$25.99.