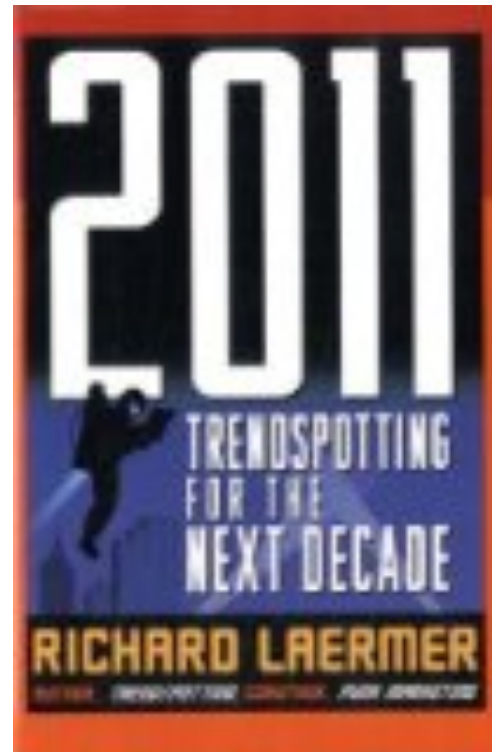

BOOK REVIEW

"2011; Trendspotting for the Next Decade" by Richard Laermer

Random House: New York
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(Hard cover for around US\$10.38 on www.amazon.com for a new copy; from US\$6.09 for a used copy; Kindle version \$14.27)

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2011: Trendspotting for the Next Decade is an outstanding book that is specifically dedicated to marketers, PR experts and all the other entrepreneurs who are interested in understand business trends better. Futurist Laermer presents "a business book for the day after tomorrow" that aims to avoid confusion, boredom and anxiety while maintaining a clear sense of what's knowable and what isn't. This is a fun and easy book to read and has a total of 304 pages. Laermer is one of the authors who likes to keep their readers entertained when reading informative books. In this book, he has kept a light and funny tone throughout the pages, even when conveying heavy

information. It is a book that will make you laugh out loud, and on the other hand it will make you think really hard about the trends that really matter.

If you take a look at the past one decade, you will realize that there are many changes that have taken place. Do you remember a time when there was no Facebook or Twitter? At that time, no one would have imagined that such social networks among others would play a significant role in marketing and advertising. A lot of innovations are also bound to take place in the next decade, and as an entrepreneur, it would be wise if you took your time to anticipate them and think of how you can take full advantage of them -- *2011: Trendspotting for the New Decade* is a book that will take you through all that.

This book is divided into 9 categories and has 77 super-short, but very informative chapters, as well as dozens of sidebars. Richard Laermer, who is also the author of a top-selling business book titled 'Punk Marketing', has yet again presented his readers with a chance to understand how things really work in the business world. If you are looking forward to be on the cutting edge of business, this is definitely the book to read. The author of the *2011: Trendspotting for the Next Decade* talks about predicting the future and informs his readers how they can not only make predictions, but also how they can benefit from those predictions.

Trendspotting is all about reminiscing on the past and looking into the future and starting to imagine all the changes that have taken place as well as those that are bound to take place. If you have the ability to oversee these radical changes, then you deserve to be called a trendspotter. In this book, you be able to find out the most practical and functional forecasting secrets that are used by professional trendspotters. The author notes down the major trends that are more likely to evolve over the next few years, and goes ahead to make interesting predictions about the fast approaching future.

Richard Laermer is the CEO of RLM PR, a veteran Trendspotting Public Relations Firm. Regardless of what is indicated on today's headlines, Laermer can still foresee a fabulous future. He also emphasizes that planning for the bright future that we

eagerly await must begin without more ado. Laermer continues to share in this book his knowledge on how to read the signs, influence the emerging trends, reject stodgy practices and embrace new trends. He continues to share his knowledge on how we should anticipate change and utilize the technology in everything that we do.

Laermer also educates his readers on how to separate the trends from the fads and also help them on how to cash in on staying ahead of the competition. He also encourages readers to seek out visionaries and snub imposters. He insists that one should not shy away from seeking advice from experts and the questions that one can ask them. You will find incredible predictions in this book, and you will gain insight on how you will work, live, play, sell, buy, text and even laugh in future. It will put you in a position whereby it will be easy for you to participate in change, instead of trailing it.

If you are looking for a book that includes shocking observations, uprising observations, and sublime insights, then *2011: Trendspotting for the Next Decade* should be your number one choice. The author has ensured that you are well provided with the necessary tools, relevant skills and techniques to see as well as profit from the predictable future. This will not only be a good thing for you, but for your business as well.

(Dr Darryl is a clinical and organizational psychologist as well as a credentialed executive and personal coach. He is also an author, international speaker and university lecturer. Dr Darryl assists people to find their strengths and reach their goals. Further information on Dr Darryl can be accessed from www.DrDarryl.com.)