

Blechs Schmidt

Trend Management

How to Effectively Use Trend-Knowledge in Your Company

This book offers a compact introduction to the topic of trend management in companies. Fundamental decisions in companies are based on assumptions about future developments in markets and society and diverse technologies. Trend management is a useful tool to discover and understand these developments and thus generates a solid basis for decision making. Although it is mostly applied in strategy development, many more company tasks may profit from it. The author explains the individual activities and results of trend management, and how a sound process can be established in a company. Trend management is a powerful tool at the interface of futures knowledge and concrete entrepreneurial decisions. The book shows how these insights can be transferred into the operational processes of a company. It will serve as a useful guide for interested newcomers as well as for experienced trend managers to recognize opportunities and risks at an early stage and to open up new scope for action for their company.

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