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Microtrends: The Small Forces Behind Tomorrow's Big Changes Paperback – Illustrated, June 15, 2009. by Mark Penn (Author), E. Kinney Zalesne (Author) 3.7 out of 5 stars 15 ratings. See all formats and editions.

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Mark J Penn

Microtrends: The Small Forces Behind Tomorrow's Big Changes is a non-fiction book by Mark Penn and Kinney Zalesne. The text was initially published by Twelve on September 5, 2007. [1] Mark Penn has been named the winner of the Consumer Insights category in the 2010 Atticus Awards for this book.

Microtrends - Wikipedia

Microtrends: The Small Forces Behind Tomorrow's Big Changes. Mark Penn argues that the biggest trends in America are the Microtrends, the smaller trends that go unnoticed or ignored. One million people can create new market for a business, spark a social movement, or effect political change.

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Microtrends : NPR

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Mark J Penn

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Microtrends: The Small Forces behind Today's Big Changes. Richard Bailey (Leeds Metropolitan University, Leeds, UK) Journal of Communication Management. ISSN: 1363-254X. Publication date: 9 May 2008. Citation. Bailey, R. (2008 ...

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Burson-Marsteller CEO Mark Penn's new book, Microtrends: The Small Forces Behind Tomorrow's Big Changes, dices and slices America to uncover about 75 relatively unseen groups, any few of which, though they are small, could end up driving big societal changes.

Microtrends: The Small Forces Behind Tomorrow's Big Changes

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