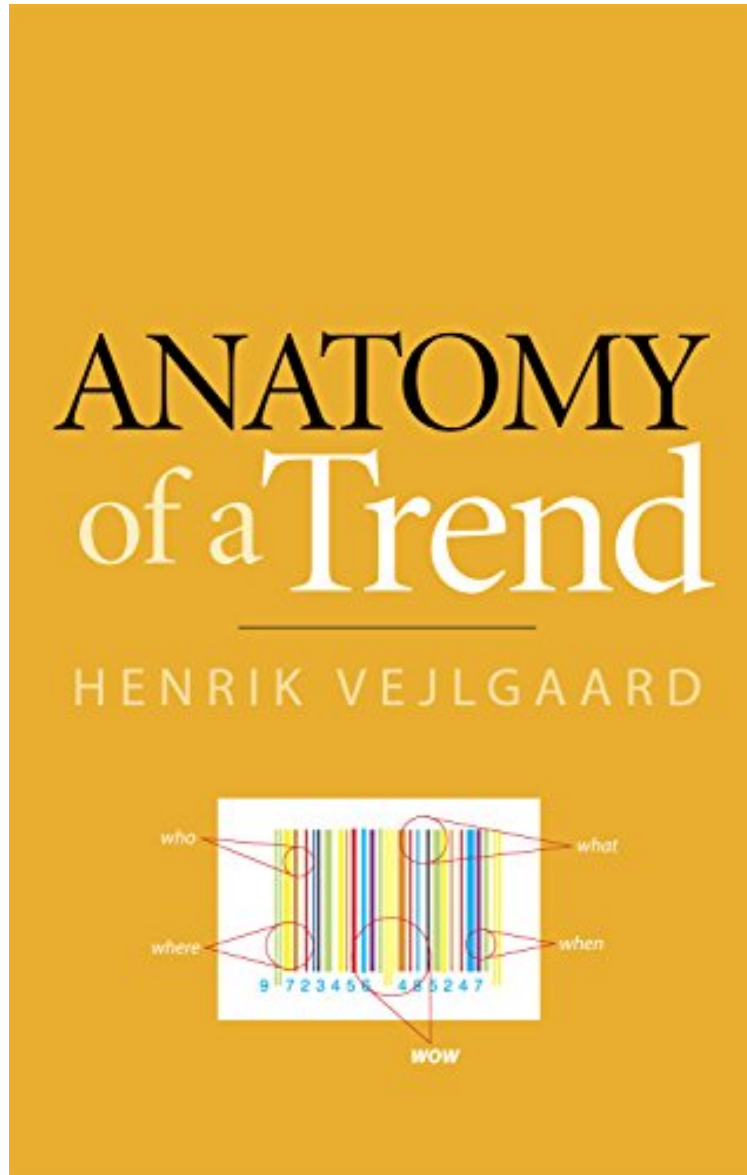


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Anatomy of a Trend

Henrik Vejlgard

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enlightening and readable. Very good information that makes sense. This really helps understanding trends and how they are created. It gives great examples to help explain the point.

Why do millions of people end up wearing the same style of clothing? What makes people change their tastes in food, music, and cars? It's because of trends—the powerful process of change that affects every industry across the globe. Drawing on his groundbreaking research, trend sociologist Henrik Vejgaard unearths essential clues about how trends emerge and go mainstream and examines the influential individuals who make this happen. Throughout are real-life stories of both famous and anonymous movers and shakers who have had worldwide influence in changing our styles of living, including business leaders, designers, and artists, while also conveying the fascinating development of little-known trends that perfectly illustrate the trend's life cycle. *Anatomy of a Trend* explores every level of this remarkable process—making it easy for you to benefit from the powerful social dynamic that causes trends to take off and spread. Vejgaard delivers the tools and knowledge you need to capitalize on every stage of the trend process. As you gain insight into this aspect of human behavior, you will better understand trends and how they affect society, and ultimately learn how you can predict future needs.

From the Back Cover A fascinating look at the predictable patterns behind trends. . It is one of the most puzzling mysteries of modern culture: how do changes in style and taste come about? It's all part of the inner workings of trends. In *Anatomy of a Trend*, pioneering trend sociologist Henrik Vejgaard reveals this startling truth: there are actually predictable patterns behind every trend. Vejgaard builds a captivating body of evidence that proves anyone can recognize an emerging trend, evaluate it, and make predictions as it follows its course..About the Author Henrik Vejgaard, M.A.,M.Sc., is a pioneer in trend sociology, the study of the trend process. Combining a background of social science and communication, he consults with a wide cross section of companies and industries on the topics of innovation and product development. He has lectured on lifestyle and trend sociology at the University of Copenhagen and the University of Aarhus School of Business, both in Denmark. He has written three books in Danish on consumer behavior, trends, and design strategies. Visit his Web site at www.henrikvejgaard.com.