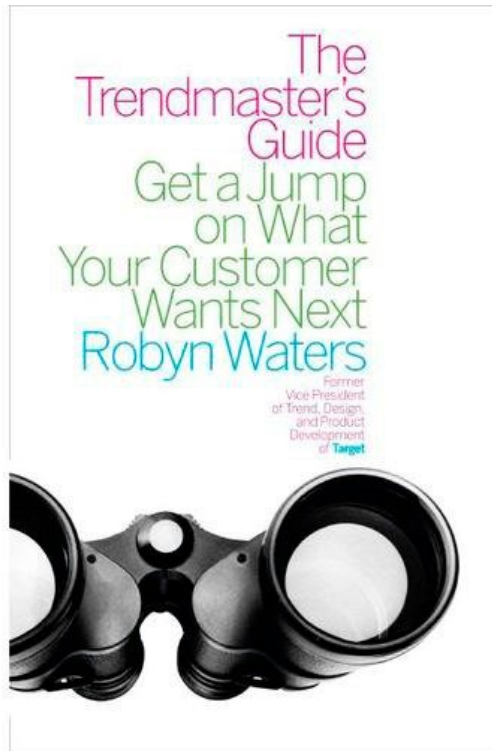


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## The Trendmaster's Guide: Get a Jump on What Your Customer Wants Next

Robyn Waters

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**Robyn Waters : The Trendmaster's Guide: Get a Jump on What Your Customer Wants Next** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Trendmaster's Guide: Get a Jump on What Your Customer Wants Next:

5 of 6 people found the following review helpful. InfantileBy Andrew SchonbekA is for Apple.B is for Bunny.C is for Cookie.We're all familiar with these sorts of books from reading to our kids - usually in the age 2-4 category.This is the format that Robyn Waters, self-styled trendmaster par excellence has chosen for this book.Given the nature of this work, it's a good choice. In the introduction Waters writes, "My goal is to simplify and demystify the art and science of trend". Instead, what she's succeeded in doing is writing a skimpy and simplistic book that insults the intelligence of her reader.So - A is for Antennae.B is for Big Picture.C is for Connect the Dots.And so it goes...The main content is a conglomeration of anecdotes and stories about products the author apparently likes. Some may be mildly interesting, but certainly nothing rises to the level of helping the reader to "Get a jump on what your customer wants next".Along the way we encounter platitudes, nonsense, and much that's just inane. A couple of examples - "When you're faced with an important decision, why not try the Trend Taste Test? Think. Feel. Swallow. Yum? Yuck? Yawn? You know what to do next"."Think of each small trend you observe as a thread that you can weave, twist, braid, knit, or splice together with other common strands into a tapestry of opportunity. Get creative. Create a masterpiece".OK, I think you get the idea.Trust me, if you skip this one, you won't be missing a trend.0 of 0 people found the following review helpful. Five StarsBy Jaime ParraVery good!0 of 0 people found the following review helpful. Great ReadBy Bill kThoroughly

enjoyed the book. It is well written and directly to the point. It is the type of book which should be kept nearby for frequent reference. Easy points serving as good reminders.

According to Robyn Waters, it's a myth that trends can only be spotted early by uuml;berhip Bohemian types who are ever so much cooler than everyone else. She ought to know. As Target's former VP of Trend, Design, and Product Development, Waters helped a dowdy regional discount chain become a national fashion destination. Today she consults for many different companies to help them stay ahead of the curve. The Trendmaster's Guide features her favorite tips and examples for understanding and anticipating trends. Every letter from A to Z offers an insight to help readers navigate the unknown and prepare for whatever their customers want next. It's a quick read that packs a lot of insight between "A is for antennae" and "Z is for Zen." Anyone can use the tools in The Trendmaster's Guide to become more aware of the world around them. Even if you weren't born with a trendspotting bone in your body, you don't have to be a follower forever. No one these days can afford to just be catching on when others are already moving on. Waters stresses that recognizing and reacting to trends is a learned skill, and it can be acquired without spending time in the streets of Milan or the high schools of Orange County. If you've ever witnessed a trend unfolding and said to yourself, "I should have seen this coming," there's hope. You too can become a trendmaster.

About the Author Robyn Waters is the former vice president of Trend, Design, and Product Development at Target, where she worked with designers such as Philippe Starck and Todd Oldham to reinvent everything from teapots to lamps. She is currently a consultant.