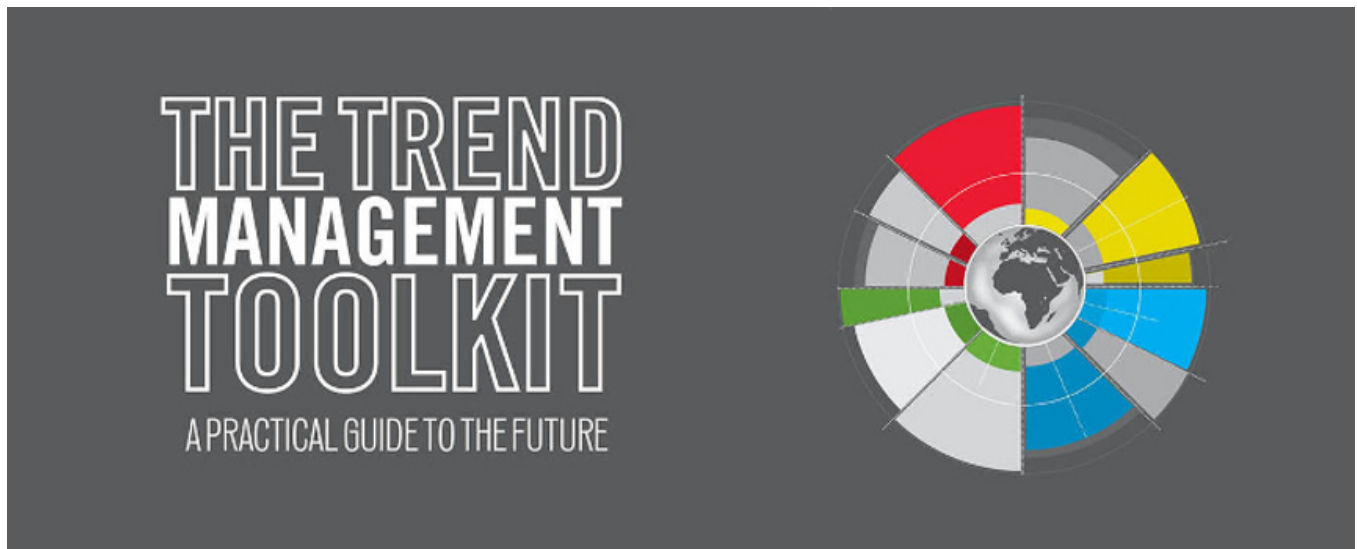
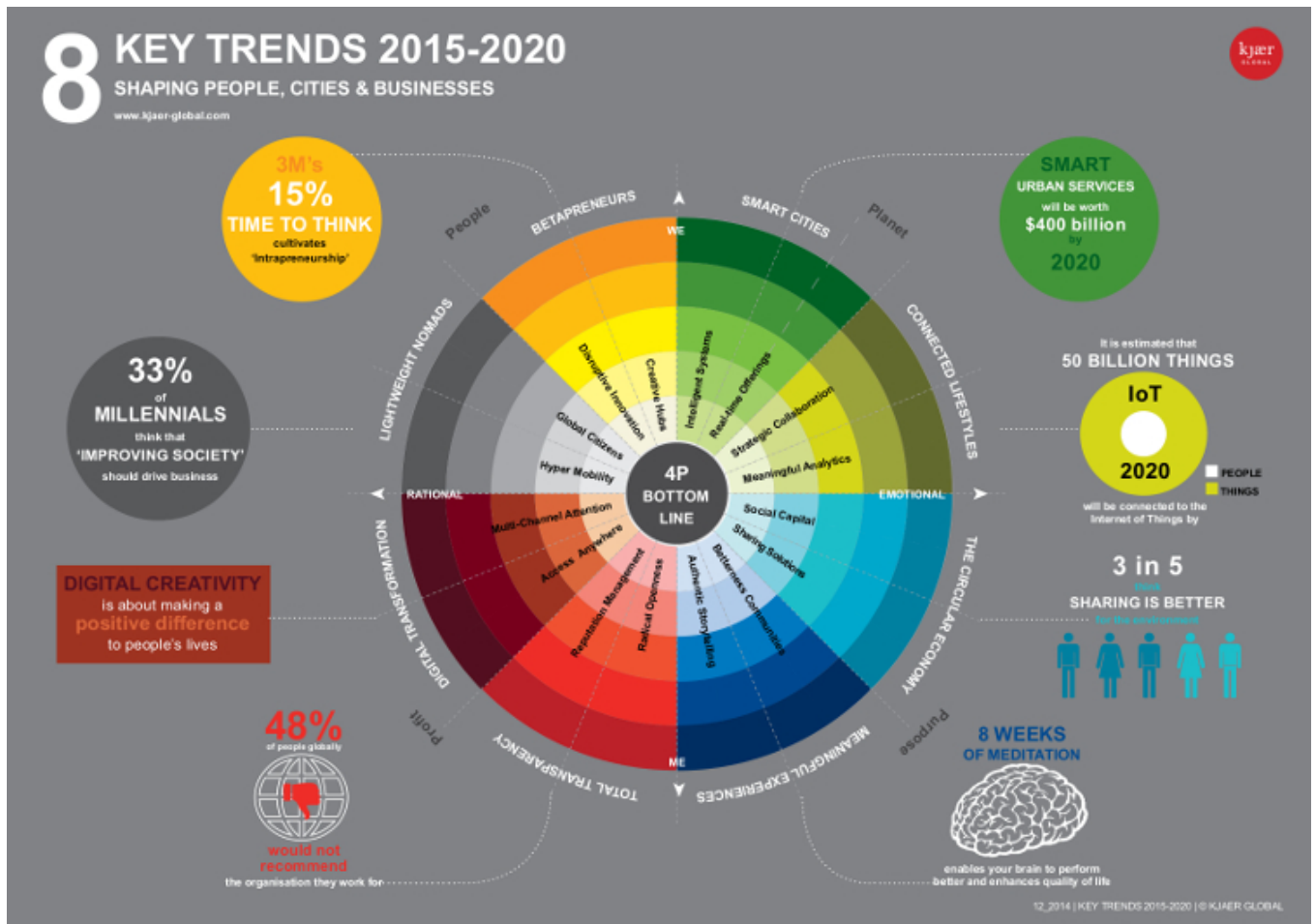


"The Trend Management Toolkit: A Practical Guide to the Future" by global forecaster Anne Lise Kjaer



In a fast-moving world, businesses need to keep up with data analysis and pattern recognition to identify future opportunities. Written by leading futurist [Anne Lise Kjaer](#), "The Trend Management Toolkit" introduces a unique methodology for global trend spotting along with practical tools and approaches to help companies and organisations analyse how societal changes will influence and determine the way ahead.

The toolkit includes features such as "How to Create Your Own Trend Atlas" and "How to Use Trends in Action," alongside case studies and profiles of previous research projects for major organisations. She encourages readers to become market leaders rather than followers, by developing a 'future-orientated mindset' to interpret contradictory influences and identify trends as they emerge.



Kjaer Global Key Trends: People, Cities and Organisations 2015-2020

Named as [Marketing Magazine's Book of the Month](#), this ground breaking step-by-step guide will help organisations to prepare for the future and implement effective and visionary strategies for leadership and innovation, in response to changing market needs and consumer demands.

"One of the best guides that I have ever read during my career as a Futures Specialist. With its unique and unprecedented approach, the book provides a comprehensive and clear guide to understanding established and new directions to all who want to make a difference to the future" – Timo Mashiely-Veikkola, Design Research Leader, Dell

Anne Lise Kjaer is a leading global futurist, author, entrepreneur and Copenhagen Goodwill Ambassador. A prominent and respected figure in the global forecasting community, over the years she has developed a unique Trend Management system to create clarity out of complexity. Kjaer specialises in detecting and analysing socio-economic and cultural changes, using her design background and deep insight into the Nordic Model and key influential global trends to map their impact on tomorrow's

people, businesses and society.

[2020 Anne Lise Kjaer Data Analysis Future of Business Key Trends The Trend Management Toolkit Trend Spotting](#)