

> ANSWER KEY 2

CHAPTER TWO: THE TREND FORECASTER'S TOOLKIT

- 1 (*p. 34*) a 'singular' or 'new' object that crosses a trend forecaster's visual, emotional or intellectual field of vision in a way that piques curiosity or commands attention
- 2 (*p. 36*) to detect and track changes in the way consumers live
- 3 (*pp. 41-43*)
 - the who — the innovator or instigator of the trend
 - the what — the nature of the 'stuff', trend or cultural shift being identified
 - the where — the place where the trend begins
 - the why — why has a trend chosen to emerge where and when it does
 - the when — the right time to look for a trend
- 4 (*p. 43*) look at all cultural, economic, civic, political, environmental and ethical issues that relate to the trend being investigated
- 5 (*p. 44*) b. cross-cultural analysis
- 6 (*p. 47*) a room/place dedicated to recording, analyzing and assessing the wider implications of the 'stuff' captured
- 7 (*p. 55*) to test the validity of an idea or a trend across a number of industries or cultural disciplines
- 8 (*p. 55*) a panel, or a loose but selective group, of knowledgeable people or specialist professionals selected to offer a forecaster a more coherent and insightful look at his/her trend
- 9 (*p. 57*) a short document that roughly sets out the trend as the forecaster initially sees it
- 10 The term used to describe the process by which a forecaster works with a panel of experts to explore and flesh out his or her hunches about a particular change in the market is called deep diving. (*p. 57*)
- 11 (*p. 57*) trend spotter — marks changes at their nascent stage
trend analyst — articulates the 'why' of a trend
- 12 (*pp. 58 and 60*)
 - Trend Innovators — identify the innovators
 - Trend drivers — articulate the external sociological forces that have led to the trend's creation
 - Trend impact — find more pertinent examples of how the trend is already manifesting itself and to do so across as many sectors or industries as you can
 - Trend consequences — consider how the trend, particularly in its nascent stages, is impacting on the Late Majority
 - Trend futures — consider future implications of a trend on a society, a group or industry sector