



# The Trend Management Toolkit: A Practical Guide to the Future

*A. Kjaer*

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## **The Trend Management Toolkit: A Practical Guide to the Future** A. Kjaer

In a fast moving world, businesses need to keep up with data analysis and pattern spotting to identify future opportunities. Anne Lise Kjaer presents a unique methodology for global trend spotting along with practical tools and approaches to help companies and organizations analyse market changes and determine the way ahead.

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