



Microtrends: The Small Forces Behind Tomorrow's Big Changes

Mark Penn, E. Kinney Zalesne

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Mark Penn argues that the biggest trends in America are the Microtrends, the smaller trends that go unnoticed or ignored. One million people can create new market for a business, spark a social movement, or effect political change. In 1996, a microtrend identified by Penn ("soccer moms") was crucial in re-electing President Clinton. With years of experience as one of world's most highly regarded pollsters, Mark Penn identifies the new microtrends sweeping the world:

*Single women by choice: More often than ever before, they aren't waiting for Mr. Right. They are raising children by themselves and buying their own homes.

*Splitters: A growing number of middle-class residents are shuttling between two homes, creating new communities and dynamics in the real estate market.

*Sun Haters: Environmentalists, skin cancer survivors, and parents concerned about the impact the sun is having on our health.

*Philo-semites: A growing number of people want to date Jewish men and women.

*Classical Music Dads: Older men who are fathers in their 40's and 50's and taking on a larger role in the nurturing of their children and becoming an important factor in consumer culture for kids.

Penn highlights everything from religion to politics, from leisure pursuits to relationships. MICROTRENDS will take the reader deep into the worlds of polling, targeting, and psychographic analysis, reaching tantalizing conclusions through engaging analysis.

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