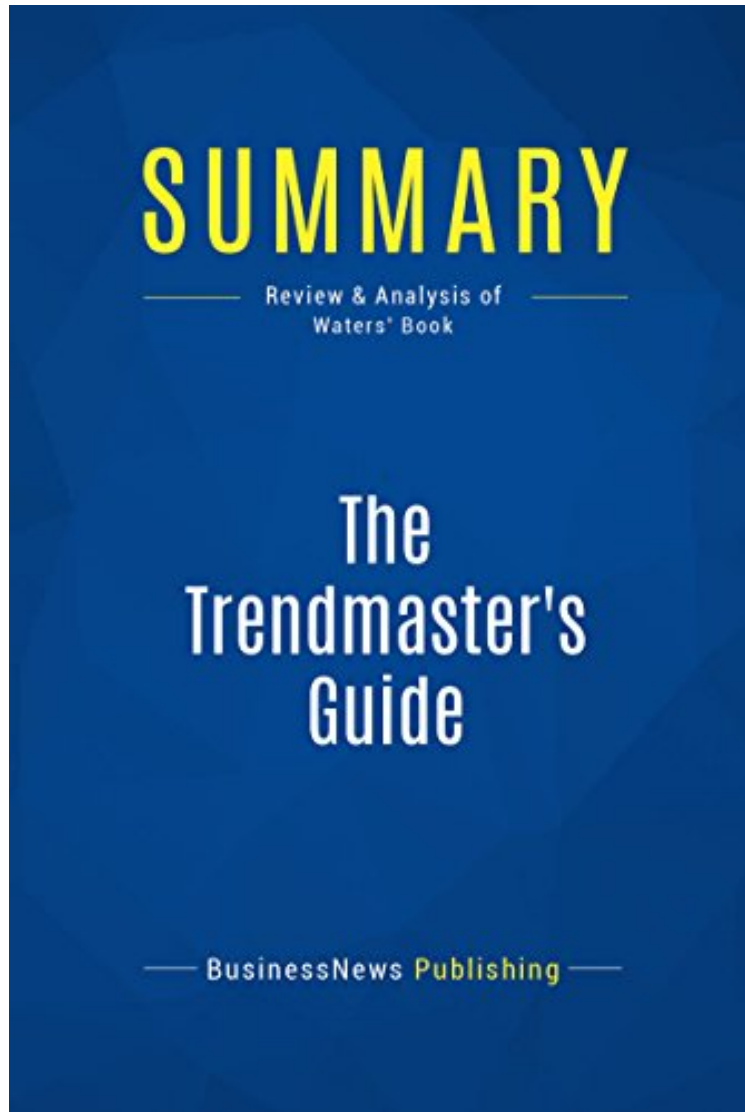


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The must-read summary of Robyn Waters' book: "The Trendmaster's Guide: Get a Jump on What Your Customer Wants Next". This complete summary of the ideas from Robyn Waters' book "The Trendmaster's Guide" shows that

new trends are not always spotted early by the ultra-hip types who are much cooler than everyone else. At the very best, these trend trackers help keep a business up-to-date with what is going on in the world. In her book, the author explains why you need to become a trendmaster: someone who initiates a new trend and translates it into ideas and concepts that make sense for your own company and customers. This summary reveals the mind-set that you need to adopt in order to become a trendmaster and provides the tools and tricks that will help you to spot and react to trends. Added-value of this summary: Save time Understand key concepts Expand your knowledge To learn more, read "The Trendmaster's Guide" and find out how you can stay ahead of the curve and spot the trends that will put your business on top.