



Coolhunting (Gestión del conocimiento) (Spanish Edition)

Víctor Alejandro Gil Mártil

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El arte y la ciencia de prever tendencias.

Todos queremos saber qué es lo que sucederá en el futuro próximo y nadie más que las empresas están interesadas en conocer qué es lo que los consumidores desearán comprar al año siguiente.

Tradicionalmente esto se ha hecho únicamente a base de olfato y experiencia profesional. Desde hace unos años en el sector de la moda se produjo la aparición de una serie de personas cuya función era descubrir las nuevas tendencias que marcarían el futuro de las próximas temporadas.

Sin embargo, hasta hace poco no existían métodos científicos que nos permitieran al menos atisbar con un margen de error aceptable las tendencias y gustos de los consumidores no sólo en la moda sino en el resto de productos.

Coolhunting es el primer libro que pone en conocimiento de ejecutivos, emprendedores y empresarios las herramientas necesarias para poder prever con mucha probabilidad cuáles son los productos y servicios que el público demandará en el futuro mediato.



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