



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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Coolhunting (Gestión del conocimiento) (Spanish Edition) can be one of your starter books that are good idea. Most of us recommend that straight away because this e-book has good vocabulary that can increase your knowledge in language, easy to understand, bit entertaining but delivering the information. The writer giving his/her effort to get every word into delight arrangement in writing Coolhunting (Gestión del conocimiento) (Spanish Edition) nevertheless doesn't forget the main level, giving the reader the hottest in addition to based confirm resource details that maybe you can be one among it. This great information can certainly drawn you into brand-new stage of crucial considering.

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