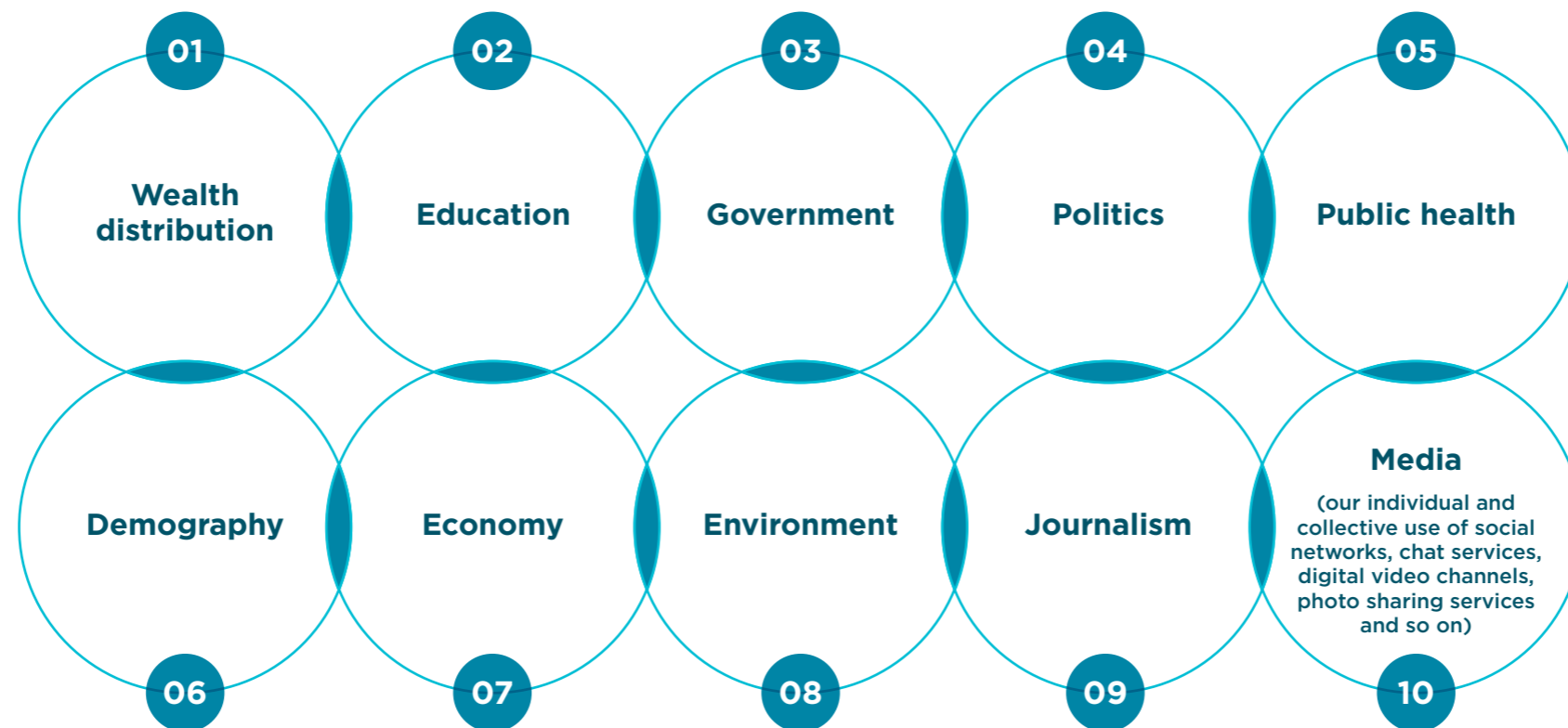


WHAT IS A TREND, EXACTLY?

Because trends are a different way of seeing and interpreting our current reality, they provide a useful framework to organize our thinking, especially when we're hunting for the unknown and trying to learn something about which we do not yet know how to ask.

There are ten modern sources of change in society with technology as the primary connector.



Therefore, if we want to forecast the future of anything, we would need to plot out the intersecting vectors of change—their direction and magnitude—as they relate to new developments in emerging technology.

These features are what make up a trend. Together they distinguish a trend from a fad, which will invariably pass. Trends are what help us to forecast the future.