



Advanced Praise for Louis Patler's *TrendSmart*

"Once again, Louis Patler tells it like it will be. He tells it with wit and wisdom, his book both a crystal ball and a magnifying glass. The vision he imparts and specific examples he gives illuminate the path to profitability in business. By focusing the present, he has written a history of the future. Your customers are praying that you'll read it"

—**Jay Conrad Levinson**
author of the "Guerrilla Marketing" series of books

"Louis Patler has always been alert to shifts in trends and now he shows you how to tell the difference between the flavor of the month and real developments that you can make into personal and business opportunities. He even gives you a glimpse of some of these upcoming trends."

—**Florence Stone,**
Editorial Director, American Management Association

"Louis Patler's uncanny ability to make sense out of the non-sensical, define the ill-defined, simplify the complex, and anticipate the future sets him apart from today's visionary "gurus." In *TrendSmart*, he offers us incredibly useful tools, tips, and new ways of thinking about what tomorrow may bring in a way that is readily understandable and more importantly immediately applicable. This book is a must read for anyone who needs to stay ahead of the curve in making critical decisions affecting their business, professional and personal lives."

—**Stephen L. Cohen, Ph.D.**
Vice President and Managing Director
Learning & Performance Solutions
Carlson Marketing Group

"What does the future hold for our plans? No one knows, however Louis Patler's *TrendSmart* gives us strategies to let us change with the times and accomplish our goals."

—**Mille Hughes-Fulford, NASA astronaut**

"In order to see TO where we want to go we need to see THROUGH the confusing currents around us. Louis Patler is a contemporary "seer," with a gift for both."

—**Betsy Raskin Gullickson, consultant formerly Partner of Ketchum, a global public relations agency**

"Patler provides the "down the middle" trend perspectives and insights that 80% of industry leaders need and want—neither the macro feel good, 'so what' macro trends nor the belly button lint of the micro trend spotters."

—**Matt Levine, CEO & Managing Director SourceUSA**



“Once you hold the key to important information, the only thing there is to do is share it. This book gives you the opportunity to see through the eyes of a strategist, poet and visionary. By sharing his exhaustive research and brilliance Louis teaches us how to transform trends into smart business decisions thus enhancing our leadership and making us not just trend saavy but *Trendsmart.*”

—**Holly Stiel, Author the *Neon Signs of Service***

“*TrendSmart* is a joyride. Packed with fun facts, playful practices, and sassy seriousness it cranks your mind to the red line. At a time when there is too much junk science passing itself off as future prognostication, *TrendSmart* offers everyday examples of what ordinary high-performers are doing to keep their feet on the ground while they have their heads in the clouds. Louis Patler wittily engages us in an entertaining exploration of the world that is taking shape around us, and then he gives us sailing lessons on how we can navigate through it. You’ll not only get great value from reading *TrendSmart*, you’ll have good time getting it.”

—**Jim Kouzes, Coauthor, *The Leadership Challenge*,
and chairman emeritus, Tom Peters Company**

“Patler’s observations and conclusions on trends and their importance as a business tool, together with his actionable tactics on using those trends, make *TrendSmart* the indispensable leadership guide for today challenging—and exciting—business climate.”

—**Claire McAuliffe, Principal, M Squared, Inc.**

“I found that *TrendSmart* gave me new tools to spot trends and new insights into business too. There's only one statement in the whole book that rang untrue to me: ‘Good information about the future is hard to find.’ No it isn't. It's right herein book form.”

—**Mike Moser, author of *United We Brand*.**

“As the business of high technology is increasingly interwoven with our lives, Luis Patler's ability to clearly identify the trends that drive fundamental demand for products and services provides the beacon needed to hit technology homeruns. Now we know where ‘they’ will be, before we build it.”

—**Bill Hoppin, VP Marketing and Strategic Sales
Accelerant Networks**

“Unlike many consultants, Louis Patler is immersed in the real world – he takes the time to understand, he rolls up his sleeves and becomes a part of the solution. We worked as partners to transform a company, achieve unprecedented results and established a foundation for continued success. This book captures the essence of his unique perspective, his keen ability to spot important trends and the practicality of ‘having been there and done that.’”

—**Linda Parker Hudson, President
General Dynamics Armament and Technical Products**



“*TrendSmart* is a must read for anyone serious about moving a business into the 21st century. The choice is simple; follow Lou Patler’s roadmap or risk becoming irrelevant.”

—**Ed de Castro, Chairman/CEO (retired) Data General, Inc**

“An insightful ‘must read’, especially for businesspeople and entrepreneurs who are striving to be the first with the next big idea. Through this book we learn how to be a *Trendsmart* consumer, leader, or employee and we are better able to understand and predict how change occurs that will lead us to tomorrow’s realities. For those who don’t want to miss the next wave.”

—**Dr. B. Lynn Ware President & CEO, Integral Training Systems, Inc.**

“You’ll get from *TrendSmart* what you always get from Louis Patler’s books: new ways to think about business, practical application of these insights, and a wealth of references to people and ideas on the leading edge of business innovation. Well researched and well written, Patler’s insights will translate into immediate action for the leader, the employee, and the consumer. Read it, enjoy it, use it.”

—**Patrick McGeary, Vice President of Human Resource
Fidelity Investments**

“TrendSmart is the first book that really defines the management and marketing issues in today’s multigenerational market place. The book’s format and presentation make for easy reading. Well worth the time.”

—**George Bull, CEO Redwood Trust, Inc**

“Louis Patler is a master storyteller and strategist. In his latest book, ‘TrendSmart,’ he persuasively argues that understanding customer trends is a necessary component of strategic thinking. He makes the highly complex process of strategic planning much simpler by integrating trend analysis with strategic thinking.

Louis uses wonderful anecdotes to illustrate that trend forecasting is not merely jumping on the latest ‘fad.’ It involves a keen understanding of generational values, historical conditions and customer behavior across multiple industry sectors.

This book is a must-read for futuristic-minded leaders in today’s unsettled business climate.”

—**Anthony Vidergauz, President/CEO
California Closet Company, Inc.**



“Louis’ message, is not a crystal ball, rather a ball of crystals on which he shines his light helping us to capture the opportunities “Trends” present for sustainable business success. The Trendsmart way arms us with future oriented data and an understanding of the needs and values of our people and customers that allows a business to create opportunity and become the breeding ground for its success.”

—**Ann Buzzotta, Principle, People Skills International**

“Louis Patler has this uncanny ability not just to see and assess broad behaviors among a maze of data points, but, most importantly to synthesize these into simple, easily understood, compelling trends. In turn these trends serve as critical focal points for a broad range of business purposes eg. grouping prospects, communication approaches for distinct client groups etc.”

—**Chris Shipp, VP Charles Schwab**

“My chosen field, that of personal financial advisement with a major, national firm, is increasingly and intensbusiness opportunity out there, and once again Louis Patler is holding the time warp open for you. "Break-IT" Thinking got your attention; "Tilt the Field" pointed you in the right direction, and now "TrendSmart" yanks you by the lapel. If you don't pay attention to what Louis has to say here, you're looking down the wrong end of the entrepreneurial telescope.”

—**Bernie Nagle, Co-Author, Leveraging People and Profit: *The Hard Work of Soft Management People and Profit: The Hard Work of Soft Management.***