

Peter Gloor and Scott Cooper

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COOLHUNTING: Chasing Down the Next Big Thing

By Peter A. Gloor and Scott M. Cooper

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Available through Amazon or directly from the publisher
Be cool by staying on the cutting edge of what's hot.

What is cool? It's one of today's most pervasive and elusive questions. No matter who we are, we all have an innate desire to be cool, cultivate cool, and find cool. Whether it's the next hot band, this season's hip new TV show, or the trendy new club that's attracting all the right people, everyone wants to tap into the power of the latest trends in fashion, music, politics, and entertainment.

The enormous popularity of social networking sites like MySpace, Facebook, and Friendster are further testament to our collective need to stay on the cutting edge of what's hot. Now, in COOLHUNTING, you will discover the practical tools you need to find the hottest trends -- and the people who set them.

The art of coolhunting involves zeroing in on the fresh idea that will be the genesis of a hot new trend. It also involves finding the people responsible for the idea -- the trendsetters who will cause others to jump on board. By recognizing who the trendsetters are, you can actually anticipate the next big trend before it takes off -- because cool ideas will grow and expand around these people.

Authors Peter Gloor and Scott Cooper have done extensive research into the fascinating world of coolhunting and its many applications. Now, they explain what coolhunting is, how it originated, and how to explore the power of cool for yourself. They explore the many varied -- and often surprising -- ways that companies like Apple, Continental Airlines, Starbucks, Procter & Gamble, and Google have been using coolhunting to their advantage in areas such as product development, marketing, and customer relations.

Filled with real-world practical advice on how to coolhunt, this innovative guide offers the latest techniques, specialized software, and Internet technology to enable you to home in on your targets with unerring accuracy. Prospective coolhunters will learn how to:

- Emulate the great coolhunters, from venture capitalist John Doerr to founding father Ben Franklin.

- Discover new trends by tracking message board discussions and blogs.

- Find and recruit the latest trendsetters among sources like Wikinews.

- Master the five steps to becoming a "coolfarmer" -- getting involved in the actual creation of new trends by nurturing your own ideas.

A new kind of hip guide for the 21st century, COOLHUNTING is a revolutionary book that redefines the way we think about the power of cool.

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About the Authors

Peter Gloor (Cambridge, MA) has enjoyed a 20-year career as an executive for UBS, PwC, and Deloitte. He currently divides his time between the MIT Sloan School of Management, Helsinki University of Technology, and the University of Cologne, where he teaches, leads research, and writes.

Scott Cooper (Newton, MA), a Research Affiliate at the MIT Sloan School of Management, works with technologists and social scientists on a wide variety of projects. He has written extensively on innovation, business economics,

architecture, and new media.

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