

Mark Penn

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Microtrends: The New Small Forces Driving the Big Disruptions Today. Mark Penn offers audiences a fast-paced and thrilling look at the rise of trends that are on the cusp of exploding into the mainstream conversation. From looking at the increase of personalization in business models to lifestyle changes and cultural shifts—including the rise of “Social Millionaires,” “The New Factory Worker,” and “2nd Fiddle Husbands”—Penn documents changes happening at a granular level and the ripples they’re making across swaths of society and industry. Hitting on everything from technology’s impact and why data is the new gold, to why businesses must think of themselves as experiences instead of products, this former Presidential advisor and Microsoft executive takes audiences on a roller coaster ride through the trends they need to know about now, plus how to begin taking advantage of them before it’s too late.
