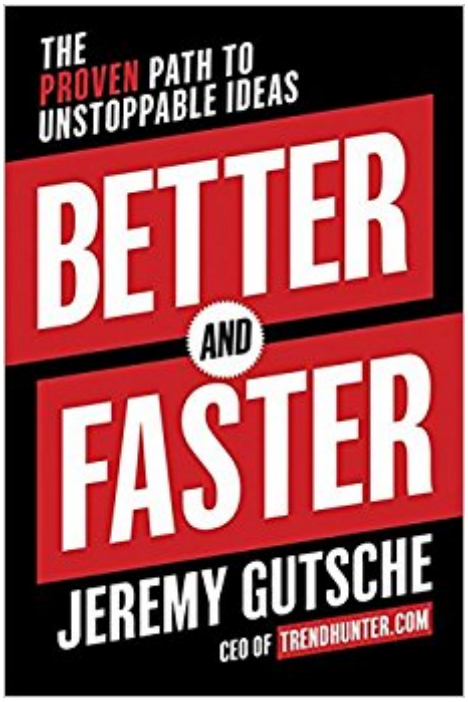
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Better And Faster: The Proven Path To Unstoppable Ideas



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Synopsis

What great ideas are you missing that are so close within your grasp? In our world of chaos and change, what are you overlooking? If you knew the answer, youÃ¢â ¬â„¢d be a better innovator, better manager, and better investor.This book will make you BETTER by teaching you how to overcome 3 neurological traps that block successful people, like you, from realizing your full potential. Then, it will make you FASTER by teaching you 6 patterns of opportunity Ã¢â ¬â œ Convergence, Divergence, Cyclicality, Redirection, Reduction and Acceleration. Each pattern youÃ¢â ¬â„¢ll learn is a repeatable shortcut that has created fortunes for ex-criminals, reclusive billionaires, disruptive CEOs and ordinary people who unexpectedly made it big.Ã Â In an unparalleled study of 250,000 ideas, Jeremy and his TrendHunter.com team have leveraged their 100,000,000 person audience to study what actually causes opportunity:Ã Â data-driven research that was never before possible.Ã Â The result is a series of frameworks battle-tested with several hundred brands, Ã Â and top executives at some of the most successful companies in the world who rely on Jeremy to accelerate their hunt for ideas.Now, for the first time, you can learn the same tactics to out-innovate, outsmart and outmaneuver your competitors. You will learn to see patterns and clues wherever you look that will put you on the smarter, easier path to finding those breakthrough ideas, faster.

Book Information

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Customer Reviews

"Jeremy GutscheÃ¢â ¬â„¢s latest book is a gem. Using a wealth of research and an array of great

stories, he shows you how to avoid the traps that inhibit your progress. Then he shows you smart, useful tools to help you find breakthrough ideas better and faster.Ã¢â ¬Â•- Daniel H. Pink, NY Times bestselling author of To Sell is Human and DriveAn instant classic! Jeremy has delivered a well-researched, passionate, inspiring book you will gulp and then study. It will lead to countless new ventures and adventures for those lucky enough to read it." - Seth Godin, bestselling author of What To Do When It's Your Turn Ã Â Ã¢â ¬Å“Gutsche nails it with this book. HeÃ¢â ¬â„¢ll teach you neurological habits that can accelerate your success and make you into a fire-breathing, game-changing innovator of epic proportions.Ã¢â ¬Â• - Guy Kawasaki, Former Chief Evangelist of Apple, Chief Evangelist of Canva and bestselling author of The Art of Social Media Ã Â Ã¢â ¬Å“Better and Faster grabbed me from the first page.Ã Â The stories and compelling writing make this book a joy to read.Ã Â But the real payoff comes from the big and immensely practical ideas.Ã Â GutscheÃ¢â ¬â„¢s contrast between farmers and hunters and the six patterns of opportunity are pure gold.Ã Â Ã Â Buy it, read it, and teach these lovely lessons to others Ã¢â ¬â œ you will be glad you did.Ã¢â ¬Â• - Robert I. Sutton, Stanford Professor and co-author of Scaling Up Excellence Ã Â Ã Â Ã Â Ã¢â ¬Å“Better and Faster is an epic method for all those who want to become better at innovating, managing and adapting. Stop missing out on your hidden potential, harness your hunter instincts and learn GutscheÃ¢â ¬â„¢s 6 shortcuts to remarkable opportunityÃ¢â ¬Â• - Josh Linkner, NY Times bestselling author of Road to Reinvention, Venture Capitalist Ã Â "Gutsche pushes us to push our own potential. This book will make you see the power of ideas in a new light." - Scott Belsky, Founder/CEO of Behance and WSJ bestselling author of Making Ideas Happen Ã Â "The cutting edge just got sharper. Jeremy GutscheÃ¢â ¬â„¢s book unleashes fascinating stories and genius takeaways that will launch your game to the next level." - Sally Hogshead, NY Times bestselling author of How the World Sees You and Fascinate Ã Â "Rich with examples and practical tips, Better and Faster is essential reading for any manager.Ã¢â ¬Â• - Hayagreeva Rao, Stanford Professor and co-author of Scaling Up Excellence

JEREMY GUTSCHE is an innovation expert, award-winning author, one of the most sought-after keynote speakers on the planet, and the founder of Trendhunter.com, the world's #1 most popular trend-spotting website.Ã Â Prior to founding Trend Hunter, Jeremy grew a $1 billion portfolio for Capital One, and today over 300 brands rely on his expertise, including Victoria's Secret, Sony, Coca-Cola, IBM, Wells Fargo, and Hughes Aerospace.

The notion of a chef taking the most acclaimed dish at his restaurant and throwing the recipe away

sounds completely counterproductiveÃƒÂ¢Ã â ¬Ã â œÃƒÂ¢Ã â ¬Ã â œor is it? In Better & Faster, Jeremy Gutsche describes why most of us don't come up with brilliant ideas on a daily basis, and a great deal of this is due to conservative instincts.As soon as I started reading this book, I became aware of an oblique perspective for brainstorming that works around the natural tendency to think the way that most people do, most of the time. In Better & Faster, you're taught that singular ideas are easily born from an insatiable attitude, supported by creativity and a keen awareness of the market's climate. Jeremy demonstrates convincingly that if you're constantly questioning and reinventing your ideas, your products or your services, you'll have the advantage of evolving with inevitably changing interests and needs of consumers. This is an insightful read that will reshuffle your routine reasoning for the better.

This is definitely the most engaging business book I have ever read! From the fascinating and relevant stories to the concepts that are easy understand, it is a book that can be read in one sitting.Many business books offer content that is difficult to understand unless you have formal business training or education, but this is where Better and Faster is different. The majority of the stories feature brands that almost everyone is familiar with -- which makes them that much more interesting -- and the concepts and takeaways from each story can be applied far beyond the business world.The book really teaches you how to resist complacency -- whether it be in your professional or personal life. A must read for anyone!

I enjoyed reading about specific companies that implemented each of the strategies. I think the trend hunter site is fascinating, and I wish that there were more content specifically around the site and the process of advising clients. I rated it three stars because while I like the stories and patterns, I was hoping for more of a structured methodology to assess/create new opportunities based on the patterns.

Better and Faster is a book that not only inspires, but gives people the confidence to think differently and take on new challenges. It's full of stories of experimental entrepreneurs who have made unlikely connections through their own experiences to come up with incredibly successful businesses. By channeling one's inner 'hunter' and over a person's instinctive 'farmer,' as Jeremy Gutsche puts it, much can be achieved.It's a hard read to put down and complements Jeremy's innovation keynote perfectly. By rethinking hardwired instincts, people are able to look at the world in a different light and engage in projects with new fervor.

If youÃƒÂ¢Ã â ¬Ã â„¢ve had the chance to read Exploiting Chaos, then you know the kind of excitement and enthusiasm that Gutsche brings to the table. Better and Faster does not disappoint and offers insight into some of the worldÃƒÂ¢Ã â ¬Ã â„¢s top brands and their journey to success. If youÃƒÂ¢Ã â ¬Ã â„¢re looking for a clear-cut path toward reaching your own potential, GutscheÃƒÂ¢Ã â ¬Ã â„¢s 6 patterns of opportunity will definitely help you get there!

As someone with an interest in fashion, I loved Better and Faster's passage about Zara founder Amancio Ortega and his distinct business philosophy. The book's case studies are each unique and engaging in their own way, providing insight and key takeaways that will appeal to the entrepreneur at heart. Whether you're an established CEO or a go-getter with a dream, chances are you will love this book and its personable approach to new ideas that will literally make you better and faster.It's not all business though but also an inspiring look at writer Jeremy Gutsche's humble beginnings and the family that made him who he is today. Business-savvy and sentimental makes for a memorable and highly recommended read!

If you're going to buy a single book this year, this is a book you want to get.It will wake you up and make you see every choice you have in front of you and give you the tools to critically analyze the path you want to take.My favorite part was learning about the 6 patterns of opportunity. It's amazing how many huge companies today can credit their success to a small handful of critical choices.For those insatiable people who won't stop until they reach the top, Better and Faster is the fuel to your flame.

Would encourage someone interested in making 'a differnece' to read this fine work. Combining multiple methods of critical thinking to 'cross idea and discipline' thinking is the way forward for many of us . Great for our customers who get the benefit of improved service,products and systems. Really enjoyed the time reading this book

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