



## What's Next?: What to Expect in 2013

*Marian Salzman*

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## **What's Next?: What to Expect in 2013** Marian Salzman

The “new” has never been more crucial, as the entire world, from emerging to mature economies, is now creating new products, services and experiences at an unprecedented rate. Whether you are helming an organization or developing your personal brand, your survival depends on finding new opportunities. Staying ahead of these changes and developing the ability to communicate them to a broader group will empower you to become a vanguard competitor within your industry and within the world at large.

In *What's Next?*, Havas PR CEO Marian Salzman reveals her predictions for tomorrow's trends. This dynamic trendopedia—aggregated from Salzman's public and private forecasts—highlights what you need to know about how and where we will live, love, communicate, relate, work, relax, invest, learn, travel and prosper in 2013, and how to track these trends in order to generate opportunity, anticipate risk and enjoy a savvier journey into tomorrow. In addition to more than 150 predictions in 30 categories, Salzman has identified 2013 as the year when “Co” makes its presence felt in all aspects of our lives.

Salzman, author of 15 books and named one of the world's top five trendspotters by *The Independent* and Nielsen, employs a methodology—pattern recognition—that has launched or popularized a wide range of trends, from singletons and metrosexuality to food fear and globesity. Salzman and her contributors at Havas are constantly spotting changes and evolutions in the global marketplace.

*What's Next?* is the first release from 120M Books, the publishing arm of Havas PR, committed to independent and futuristic publication of brainfood for the thinking public. “120M” is code for “120 minutes' worth,” our recipe for the smart reading meal.

If trends fuel the ways we see our future (they do), think of *What's Next?* as your road map for recognizing the next normal and learning how to tell that story.

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