

## Book Review: 'Micro Trends – Surprising tales of the way we live today'

by Jack Whybrow (PhD– Applied Econometrics & Policy)

Penn is a renowned advisor and pollster and is widely praised for his ability to identify and motivate niche groups in society. He has also held advisory roles in several blue-chip companies (Microsoft and BP) in addition to heads of state (Bill Clinton, Tony Blair and others in Asia and Latin America). This book reports on how small groups and their behaviour can and do cause big changes in society and the ways in which we live today.

The book itself is made up of 15 chapters and numerous sub-topics ranging from 'Love, Sex, and Relationships' to 'Race and Religion'. It reveals many intriguing incites from the world in which we live. Penn's 'out of the box' thinking is prevalent throughout. My only criticism is that Penn consistently uses data from two to three years, deriving his trends from that. These incites are however often supported with external data but this does give the book an amateurish feel in places.

This book would appeal to those who take an active interest in American politics or those of us who are trying to identify the next big thing. The book would also be of some interest to the general reader as it reveals just how different we are from each other and challenges prior held beliefs and expectations.

- **Authors:** M. J. Penn & E. Kinney Zalesne
- **Year of publication:** 2007
- **Publisher:** Penguin Books
- **Genre:** Politics/Economics



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