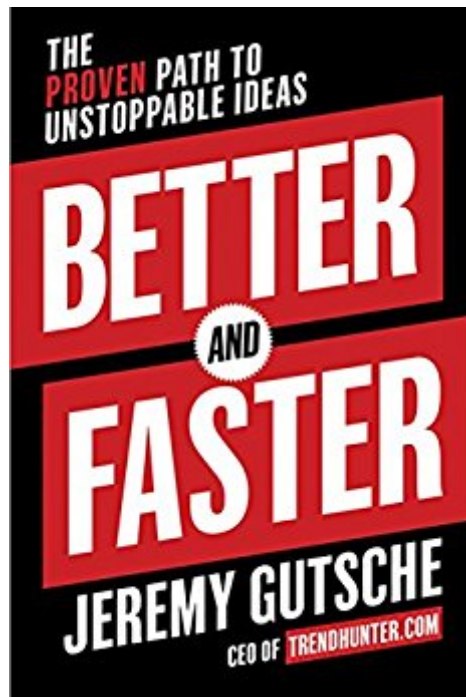


The book was found

# Better And Faster: The Proven Path To Unstoppable Ideas



## 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, you'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 – Convergence, Divergence, Cyclicity, Redirection, Reduction and Acceleration. Each pattern you'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. 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: data-driven research that was never before possible. The result is a series of frameworks battle-tested with several hundred brands, 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

In his latest book, *Hunting in a Farmer's World: Celebrating the Mind of an Entrepreneur*, John Dini makes brilliant use of the two core metaphors, the hunter and the farmer, when sharing his thoughts about two quite different mindsets. The business world needs hunters but also needs farmers. In fact, Dini suggests -- and I agree -- that, during the last four centuries and especially during the last two, the business world has been a farmer's world. That is to say, executives tend to be managers rather than entrepreneurs, focused primarily on increasing the efficiency and profitability of the status quo. As Jeremy Gutsche suggests in *Better and Faster*, hunters need to complete three steps to formulate disruptive ideas: understand the essential conflict between hunters and farmers, explore six patterns of opportunity (i.e. convergence, redirection, reduction, acceleration, cyclicity, and divergence), and then "capture" the idea that can lead to eventual success. He explains how and why farmers can be trapped by complacency, defending the status quo while hostage to what Jim O'Toole aptly characterizes as "the ideology of comfort and the tyranny of custom." They are vulnerable to hunters who are insatiable, curious, and willing to destroy.

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