



HAAS. KOMMUNIZIERT. GmbH • Alte Weinsteige 10 • D-70180 Stuttgart

## Knowing how the hare thinks:

The most down to earth trend-watcher for organizations that are geared to the future.

Trend researchers are criticized about their personal assertions, opinions and the validity of their data. Nevertheless, when exploring diverse studies, I use the know-how and assertions hidden in them and link these with the flood of information available in market analysis and opinion research, and derive **comprehensible megatrends** from them.

Based on my longstanding experience in the field of Sales, Marketing and Communication I then distill a **compacted extract** from this. My analyses are watertight - I speak straight talk.

And in the discussion sessions at the end I welcome the chance to demonstrate the provable content of my assumptions!

There are identifiable developments that will have concrete consequences for the future – also for your future, the future of your organization and the future of your projects. It is not a question of short-lived fads or trends but **long-term** change.

As **Germany's most down to earth trend-watcher** I present entertaining talks with a distinct message and tangible exhibits of leading products that have only just been launched on the market or are shortly due to be and have not yet been "discovered". From these, the listeners can experience and foresee the demands of the future hands-on.

I will make you fit for the future!

So that you draw the **right consequences** for your company and not only know how the hare runs, but also how he thinks!

