

1	About Trends in General	1
1.1	The Future	1
1.2	Diffusion of Innovations	3
1.3	Gartner Hype Cycle	6
1.4	Trends	8
1.5	Trend Recognition	12
1.6	Trend Types	14
	References	19
2	Excursus: Dealing with Fuzzy Information	21
3	Trend Analysis in Companies	25
3.1	Business Decisions	25
3.2	Application Areas	27
3.3	Organizational Anchoring	35
4	Trend Research: Collecting Trend Information	37
4.1	Research	37
4.2	Time Horizons	41
	References	49

5	Trend Analysis: Understanding Effects	51
5.1	Analysis	51
5.2	Temporal Development	57
5.3	Interpretation	62
6	Excursus: Thinking Traps in Trend Analysis	67
	References	73
7	Trend Study: In-Depth Analysis of a Trend	75
7.1	Concept	75
7.2	Implementation	77
7.3	Documentation	78
7.4	Application Areas	82
8	Trend Radar: Overview of Relevant Trends	85
8.1	Concept	85
8.2	Implementation	91
8.3	Documentation	95
8.4	Application Areas	96
	References	98
9	Trend Management as a Corporate Function	99
9.1	Tasks	99
9.2	Implementation	103
9.3	Bringing About Decisions	106
9.4	Practice Tips	109
10	A Word in Closing	115
	Reference	116