

Example of ignoring trend case study

[Business](#), [Management](#)



The author dwells primarily on the important trends in the world that affect managerial decisions and strategies to be used in various situations in business and management. The author's message is about how these global trends have influenced the business world. Therefore, managers have to consider the effects of these trends on their businesses before formulating strategies and making decisions on how their businesses should operate. The author aims to make managers aware of the best ways to recognize ways that are profound but less obvious trends. These trends influence the aspirations, aspirations, behaviors and attitudes of consumers.

The audience of this article is the managers of businesses. The author targets managers in this article to inform them of the importance of considering peripheral global trends. This is because the author believes these trends can affect the performance of the business. This is possible when managers understand these trends such as global warming and the use of digital media in business to formulate strategies that will steer the business to success. This message helps managers to be observant and consider all minor details in the business world when making decisions or forming strategies. The author also warns managers that ignoring the trends in the business world could give their rivals advantage over them. The author gives the advantages of using the trends to the advantage of the business. Furthermore, the author proposes a four step process that would help managers when addressing the issue of trends.

The author supports his argument when talking about the importance of trends for managers by giving practical examples. The example of existing trends such as global warming and digital business operations serve as

evidence to how important trends are to managers when making important decisions and strategies about their business. The manager further provides his insight on what befalls those managers who do not consider minor but important trends. Furthermore, he provides examples of methodologies a manager can follow when addressing the possible trends. The fact that the four step procedure proposed by the author is easy and practical is enough evidence to prove that trends are important in the business world today.

The author's ideology is based on the importance of trends in managing businesses. Without considering trends when formulating business strategies, wrong strategies could lead to poor performance of the business. The trends in the business environment worldwide, even those that are peripheral, have a great influence on the attitudes, aspirations and behaviors of consumers in certain ways. Therefore, it is important that all business adopt three main strategies that will help in dealing with these trends. The business should augment and infuse, transcend and combine and reaffirm and counteract when dealing with business trends. The author also has a four step procedure that can be used to address trends. These are identification of the important trends, carrying out two exclusive explorations, making a comparison between the two sets of results and isolating the possible strategies.

The author's message focuses on how managers can utilize the knowledge on trends to the advantage of the businesses they manage. Failure to consider trends when making business strategies may lead to failure and also risks competition from rival businesses. Therefore, business trends

provide a good basis for the business's strategy formulation. The message from the author benefits managers because it gives an elaborate way of using trends to help a business succeed. Therefore, trends are useful in the business environment to guide managers on the best way to formulate strategies that would help the business flourish.

Works Cited

Ofek, Elle and Luc Wathieu. Trends That Could Shake up Your Business.

Havard University: Havard University Press, 2010.