

SPECIAL REPORT

'What fascinates me is that there are so many great ideas that are close within your grasp that you are probably overlooking.'

JEREMY GUTSCHE
TrendHunter.com

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whatever led to their success, their family's success or their company's first big win are the things they want to protect. They believe this is the right path even though the world around them is changing.

On the other hand, he continues, people finding their inner hunter instincts are quite opposite:

- Instead of being complacent, hunters are insatiable.
- Instead of being repetitive, hunters are curious, trying new things and experimenting.
- Instead of being protective, hunters are willing to destroy. They are more than willing to abandon what's worked in the past to try something new, as much as that might bruise their ego or result in something that isn't guaranteed to win.

Gutsche says: "I have refined the my hunter and farmer concepts during the past year and I will provide more in-depth evidence to back my theory."

He also says he will reveal his latest research, which will be released in the spring in his new book, *Better And Faster*. He goes on to point out: "I gave your group a bit of a preview of some of the stuff I was working on in February, but during the rest of the year, I finished up my book.

"What fascinates me is that there are so many great ideas that are close within your grasp that you are probably overlooking," he says. "As a result, I see a lot of smart people and successful teams that tend to miss out.

"My team has researched thousands of examples to come up with some really awesome and spicy ways to teach those lessons and help people get the most out of the next year," he says.

Warming to his theme, Gutsche continues: "I'm fascinated as to why. At previous NCA events I've

BOOK REVEALS A PATH TO IDEAS

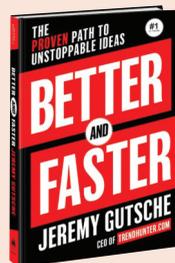
JEREMY GUTSCHE's new book, *Better And Faster — The Proven Path to Unstoppable Ideas*, is the culmination of Gutsche's belief that businesspeople have settled into steady, safe "farming" of their markets instead of quickly "hunting" opportunities, despite resulting risks.

He argues that in his data-driven research, garnered from an unparalleled study of 250,000 ideas, Gutsche and his TrendHunter.com team have leveraged their 100 million person audience to study what actually causes opportunity. The result is a series

of battle-tested frameworks encompassing several hundred brands and top executives at some of the most successful companies in the world.

The publisher claims readers can learn the same tactics to out-innovate, outsmart and outmaneuver their competitors and learn to see patterns and clues wherever they look that will put

them on the smarter, easier path to finding breakthrough ideas, faster. **CST**



given examples such as Smith Corona, Blackberry, Blockbuster Video (purchased by Netflix for \$50 million) and other instances of highly successful teams that somehow missed out."

He goes on to tell **Candy & Snack TODAY**: "What I've been diving into is a concept that in the past 10,000 years of evolution as 'farmers,' once people find their field of opportunity, whatever that reason is for their success, they are likely to repeat and optimize all the decisions that led to the past year's harvest. They don't want to mess things up.

"What people will see and hear about are the real trends and there will be instant recognition of opportunities," he says. **CST**

2015 STATE OF THE INDUSTRY CONFERENCE

THINK NETWORKING WITH YOUR PEERS, including key buyers, could help your business?

More than 600 forward-thinking category leaders will attend the NCA State of the Industry Conference, February 16 to 19, at the Fontainebleau Resort, Miami.

The impressive line-up of speakers at the learning and networking event includes: NBC News' Dr. Nancy Snyderman; ABC's *Shark Tank* panelist and investor Lori Greiner; Hank Armour, of NACS; Marc Mathieu, of Unilever; former U.S. Air Force pilot Col. Ken Rizer; Paul Begala, of CNN; Fox News host Tucker Carlson; Jeremy Gutsche, of TrendHunter.com; Steve Loehr, of Kwik Trip, Inc.; Maurice Alkemade, of Walgreen Co.; Mike Weinstein, of INOV8 Beverage Co.; Nicko Debenham, of Barry Callebaut AG; retail insights thought leader Todd Hale; John Spelich, of Alibaba Group; and Jim Glassman, of JPMorgan Chase & Co.

During the three-day event, the NCA and **Candy & Snack TODAY** will recognize the achievements of Mike Maslan, of Hudson Group, and Dave Schulze, of H.E. Butt Grocery Co., presenting them with NCA Confectionery Leadership Awards. Association awards will also be presented. The conference also offers ample time for networking.

Go to candyusa.com/conference2015 for more information and registration details. **CST**

EDITOR'S NOTE

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Jeremy Gutsche is providing **Candy & Snack TODAY** readers with exclusive

insights into the hottest confectionery trends for 2015. To access the report, look for the special link on our homepage: candyandsnacktoday.com.