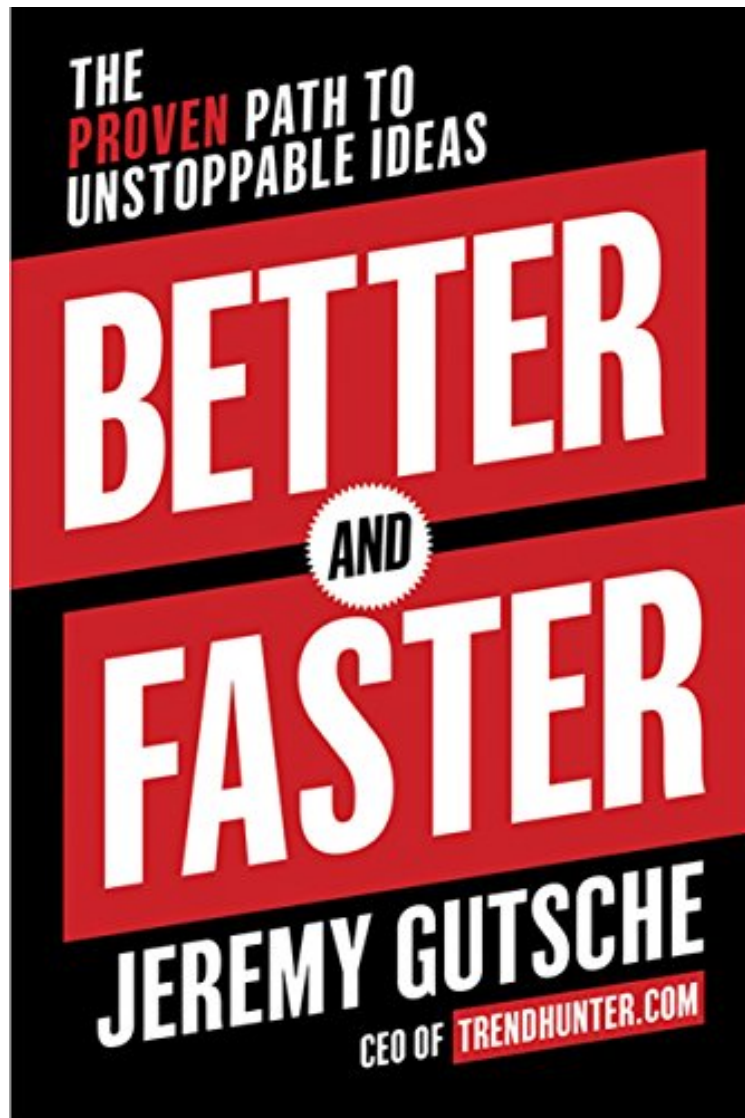


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Better and Faster: The Proven Path to Unstoppable Ideas

Jeremy Gutsche

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"Jeremy Gutsche's latest book is a gem. Using a wealth of research and an array of great stories, he shows you how to avoid the traps that inhibit your progress. Then he shows you smart, useful tools to help you find breakthrough ideas better and faster." - Daniel H. Pink, NY Times bestselling author of To Sell is Human and Drive An Instant Classic! Jeremy has delivered a well-researched, passionate, inspiring book you will gulp and then study. It will lead to countless new ventures and adventures for those lucky enough to read it." - Seth Godin, bestselling author of What To Do When It's Your Turn

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About the Author JEREMY GUTSCHE is an innovation expert, award-winning author, one of the most sought-after keynote speakers on the planet, and the founder of TrendHunter.com, the world's #1 most popular trend-spotting website. Prior to founding Trend Hunter, Jeremy grew a \$1 billion portfolio for Capital One, and today over 300 brands rely on his expertise, including Victoria's Secret, Sony, Coca-Cola, IBM, Wells Fargo, and Hughes Aerospace.