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The Future By Richard Laermer**

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author of Trendspotting: Think Forward, Get Ahead, There is no one trigger, says Laermer; says Richard Laermer, author of Trendspotting.

Richard laermer (author of punk marketing) -

Richard Laermer is the author of Punk Marketing (3.46 avg rating, 159 ratings, 16 reviews, published 2007), Full Frontal PR (3.28 avg rating,

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Richard Laermer (born September 16, 1961 in Queens, Trendspotting: Think Forward, Get Ahead, Cash in on the Future (2002; Perigee Trade) Get on with It:

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Laermer, who worked as a reporter in the '80s and made money promoting dotcoms in the '90s, reads the media, adapts nimbly to cultural change and has knocked off an

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