



In today's mass societies, it takes only 1 percent of people making dedicated choices—contrary to the mainstream's choice—to change the world.



Mark Penn

□ World-class strategic advisor & polling analyst to major corporations and heads of state. □

Coauthor of the book *Microtrends* and of a monthly column by that title in the *Wall Street Journal*. Evidence-based, data-driven insight into how people think and act. Unique talent for finding and motivating niche groups in society. Called The Master of the Message, *Time* magazine, and The Guru of Small Things, *New York Times*.

CEO, Burson-Marsteller,
Coauthor, *Microtrends*.



Ahead of the Curve

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Highlights

Mark Penn has spent over thirty years as a polling analyst and advisor to major corporations and heads of state on **what people really think** and how they really feel.

He is the coauthor of the book *Microtrends: The Small Forces Changing the World*, and of a monthly column "Microtrends" in the *Wall Street Journal*.

The keys to understanding business, politics, and society today are not megatrends, but the **smaller currents and discreet demographics** that are creating social niches and driving social change in a wide variety of patterns.

In his work, Mark combines innovative, micro-targeting techniques to **win major corporate, marketing and political battles**.

Mark Penn is CEO of Burson-Marsteller, the world-class PR firm, and President of the polling firm Penn, Schoen and Berland, which he co-founded in 1975.

He serves as **strategic consultant to Fortune 500 companies** and CEOs on a wide range of image, branding and corporate reputation issues.

He won the Pollster of the Year award, the top honor of his profession given every four years, in both 1996 and 2000. He's been called The Master of the Message by *Time* magazine and The Guru of Small Things by *The New York Times*.

Mr. Penn has written for many premier publications in addition to the *Wall Street Journal*, including *The New York Times* and the *Washington Post*, and has appeared frequently on CNN, Fox News and other media networks.



Microtrends

□ *Understand the invisible trends that are shaping the (potential) future of your organization.* □

Microtrends is about the niching of society. People are self-defining in smaller and smaller ways, and neither "gut sense" nor conventional wisdom will likely get you to the truth.

Especially in **hard times**, no one can afford fat in their message—it must be all the more targeted. In her column and book *Microtrends*, Kinney Zalesne describes **trends that no one else sees**. In her evidence-based, data-driven approach to understanding our future, Ms. Zalesne describes who makes up these micro-communities and explains why they matter and how you can reach them with your message. Audiences consistently find this kind of targeted information is more critical than ever to strategic leaders in all sectors.

The book *Microtrends* will be released in paperback in June 2009 with all-new updated chapters.

• Credentials

- □ CEO, Burson-Marsteller
- □ President, Penn, Schoen and Berland
- □ Coauthor, *Microtrends*
- □ Coauthor, "Microtrends" column, *Wall Street Journal*
- □ Pollster of the Year, American Association of Political Consultants
- □ NPI Fellow, New Politics Institute
- □ Key advisor to President Bill Clinton and UK Prime Minister Tony Blair
- □ Key advisor to Bill Gates and Microsoft