

Praise for *THE 2.5%*

Congratulations for the great book! Very interesting with lots of content! The zoom in on the innovators and early adopters, and the different ways of profiling them is definitely very helpful. I also very much enjoy that you add the references and explain the theory, going beyond the usual marketing/innovation books. Well done! It is very insightful! I'm sure the book will be a success!

Marcelo Amstalden Möller

Global Portfolio Strategy Manager

HEINEKEN Group B.V.

If we want to predict the future with any certainty, the best place to start is to speak with those people for whom the future has already happened, that is the group whom Lida's model describes as Alpha Trend Setters. In an extraordinarily engaging presentation to a mixed audience of qualitative researchers (already a little uncomfortable in the company of the data scientists) and data scientists (a little cynical in the company of qualitative researchers whose papers appeared to contain no data), Lida brought her First to Know Innovation Diffusion model to life in a way which captivated and won over both groups. Lida described how her approach enabled brand owners to identify the small signs of big changes early on, which can help them future-proof their businesses. She spoke of the importance of translators in the innovation diffusion process, and Lida's presentation powerfully blended traditional models with her own insights to create an understanding of 'cool' which was both a technical highlight of the FUSION conference and created a real buzz at the event. The fact that Lida is on first-name terms with some of the influencers who inform the coolest people in fashion and culture certainly added to her credibility, and yes, I got a selfie with her!

Peter Nash

Chair of Programme Committee ESOMAR FUSION Conference

Dublin 2018

I did enjoy your book - it was very inspiring! I've finished your book some time ago and wanted to observe whether the trends you mentioned in the book are also found in Japan. I could observe the trends in Japan, too, like the rise of interest in sustainability and urban farming. Sustainability is already found in mainstream media, but some cool media go further, trying to redefine such things as waste. Waste and urban farming are mostly found in 'cool' media, indeed. The book also answered some questions I had a long time, like why the flagship event of Sustainable Brands is held in Detroit.

As a researcher, I was particularly interested in the way your model captures the value shifts and how they shape patterns of behaviour rather than it being mere trend spotting. As such, the model is indeed robust. It can help brands stay innovative and relevant and, of course, cool for those who wish to be so.

I'm still trying to 'translate' cool media, people, etc., into Japanese context, and the process itself is fun. And it's so difficult to find truly cool media and people - mostly they are cool hunters, I think. Your distinction between 'cool' and 'corporate cool' in this context is both original and helpful. Moreover, your categories of innovators and how they spread the relevant word of mouth between them before it even reaches the early adopter on the innovation diffusion continuum is ground breaking. Although most of us (97.5%) have no access to the innovator universe (the 2.5%), your innovator typologies make it possible to clearly demarcate between the different types and not confuse an early adopter for an innovator and, by the same token, the early majority for early adopters. These distinctions are crucial when using research to support innovation or communication strategies.

Are you going to write another book for 2027? If yes, looking forward to it!

Akiko Hoshi

Manager

INTAGE, Inc., Consumer Research and Panels, Japan

Lida has been an incredible addition to the Soho House family, both as an influential and instrumental part of our community, but also as an events partner. She has curated and conceptualised sell-out events across the houses which members always have a great thing to say about on their way out. She is vivacious, highly intellectual and charismatic. She is passionate about spreading her knowledge and she just knows what she is talking about, and if you go to one of her talks, I don't doubt that you will find you know exactly what I mean.

India Bailey

Events Programming Manager, central London

Soho House Group