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Trend Letter, a biweekly publication in circulation since 1982, helps you track trends and developments in over 800 categories from the arts, communication and management to marketing, social relations and transportation. Trend Letter has answers to questions about the pulse of today's world, such as;

- Whats really going on inside the minds of American consumers;
- How to fine tune your product line to maintain its appeal in a changing market;
- How to develop new products