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By Richard Laermer

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Richard Laermer (born September 16, 2011: Trendspotting for the Next Decade. Full Frontal PR Punk Marketing. Retrieved from "

[http://en.wikipedia.org/wiki/Richard\\_Laermer](http://en.wikipedia.org/wiki/Richard_Laermer)

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Richard Laermer is the nonstop author of six nonfiction guides to business, including the prophetic TrendSpotting and perennial and award-winning Full Frontal PR.

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Richard Laermer, Owner of RLM PR and author of 2011:Trendspotting For The Next Decade, discusses the future of PR and how communicators can adapt to those changes.

<http://www.vlogviews.com/richard-laermer-owner-rlm-pr/>

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<http://laermer.blogspot.com/>

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2011: Trendspotting for the Next Decade. (2009) "2011: Trendspotting for the Next Decade", Journal of Consumer Marketing, for the Next Decade Richard Laermer

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