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[Mark Penn - Wikipedia](#)

Mark J. Penn (born January 15, 1954) is an American former pollster, political strategist, lobbyist and author. He is a former executive for Microsoft Corporation, and PR and advertising firm Burson-Marsteller.

[MarkPenn.com - Microtrends and Beyond](#)

Mark Penn is the President and Managing Partner of The Stagwell Group, a private equity fund focused on the marketing services industry.

[Microtrends: The Small Forces Behind Tomorrow's Big ...](#)

[Microtrends: The Small Forces Behind Tomorrow's Big Changes eBook: Mark Penn, E. Kinney Zalesne: Amazon.ca: Kindle Store](#)

[Microtrends: The Small Forces Behind Tomorrow's Big ...](#)

Description: Description: Mark Penn argues that the biggest trends in America are the Microtrends, the smaller trends that go unnoticed or ignored. One million people can create new market for a business, spark a social movement, or effect political change.

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Mark Penn, the man who identified "Soccer Moms" as a crucial constituency in President Clinton's 1996 reelection campaign, is known for his ability to detect relatively small patterns of behavior in our culture—microtrends that are wielding great influence on business, politics, and our personal lives. Only one percent of the public, or three million people, is enough to launch a business or

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Like many men who announce themselves with a middle initial, Mark J Penn can hardly be said to suffer from a surfeit of humility. Within the first few pages of *Microtrends*, he tells us he has been

Mark J. Penn | C-SPAN.org

Microtrends Squared. April 4, 2018. Mark J. Penn. On the C-SPAN Networks: Mark J. Penn is a Pollster for the Democratic Party with 24 videos in the C-SPAN Video Library; the first appearance was a

Microtrends, Feb 11 2008 | Video | C-SPAN.org

Penn responded to questions from members of the audience. Mark Penn talked about his book *Microtrends: The Small Forces Behind Tomorrow's Big Changes*, published by Twelve. Mr.

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Mark Penn argues that the biggest trends in America are the Microtrends, the smaller trends that go unnoticed or ignored. With years of experience as one of world's most highly regarded pollsters, Penn identifies the new microtrends sweeping the world, such as "Single Women by Choice" and "Sun Haters".