## Contents

Executive Summary	xiii
Introduction	1
INTERCONNECTION BETWEEN COOL AND CURRENCY	11
Diffusion of Innovations	13
From 2.5% to Reaching Critical Mass The Difference Between Mavens and Innovators The Difference Between Cool and Corporate Cool	13 18 21
Cool	24
An Attitude A Cultural Distinction A Cycle	25 30 35
CONTEXT OF THE-FIRST-TO-KNOW MODEL	39
From 2.5% to Reaching Critical Mass The Difference Between Mavens and Innovators The Difference Between Cool and Corporate Cool  Cool An Attitude A Cultural Distinction A Cycle  CONTEXT OF THE-FIRST-TO-KNOW MODEL  The Experience Economy The First and Second Summers of Love (1967–1987–1997)	41
The First and Second Summers of Love (1967–1987–1997) The Rise and Crossover of the Curated Event and Festival	43
(1997–2007–2017) Reaction to the Mainstream (2007–2017)	46 49
Nouviron to the Manistrani (2007–2017)	73

## viii Contents

Fad Versus Foresight	50
Corporate Trailblazers (Samsung and BIG, Pernod Ricard) Sniffing out Small Signs of Big Change Early on	51 52
A New Breed of Cultural Insight	55
Cool Hunting	59
COOL CYCLES OF REINVENTION	63
7th Year Itch	65
Overground Journey  Milking It  Reinvention and Overkill  Underground Journey	66 67 69 72
A + M = EA	75
Successions of Early Adopters	78
The Macro Climate	86
CATEGORIES OF INNOVATORS	93
ALPHAS	95
The Messenger Continuum	97
Alpha Trend Setters	99
The Types	99
The Relevant Word of Mouth	107
Cool Cycle of Reinvention (2007–2017)	112
"Hipster Infestation" (the Macro Climate)	113
Hip and Gentrification: An Inversely Proportional Relation	115
From Hip to Nouveau Hip "Pornographic Level of Affluence"	120 124
Overground Journey: The Bash Before the Crash	127

	Contents	ix
Underground Journey: from Macabre to Rainbow	1	.32
The Macabre Scene: Bubbling up and Spilling over		34
The Rainbow Tribes: Maturity and Peak		40
Playgrounds of Identity Politics		43
Overarching Ideology (Alphas)		44
The Rainbow Revolution	1	45
The New Values	1	46
The New Communist Chic: A Mix of Marxism and A	Acid	
House	1	49
The Third Summer of Love	1	55
Taste Makers	10	60
Role of Taste Makers	1	61
Types of Taste Makers	1	62
Aspiring Creatives	1	63
Copycats	1	64
Trend Busters	1	66
Creators	1	69
Intellectualists	1	72
Missionaries	1	73
Mob with a Cause	1	76
Recap and Sign-Posting	1	81
The Sign of the Times Diffusion Platform	1	83
Premium Based on Exclusivity	1	84
Self-Conscious (Cool) Hype	1	87
Staying Ahead of the Consuming Crowd	1	89
Recap and Sign-Posting	1	92
Influencers	1:	96
Micro Influencers	1	97
Bonafide Mavens	1	99
Recap and Sign-Posting	2	02

	Х	Conte	าts
--	---	-------	-----

MAVERICKS	205
Makers	209
Detroit	209
The People's Supermarket	213
The Crossover (Maker – Side)	221
From no Consciousness to Conscious Action	221
From Waste to Luxury: New Dining Experiences	223
From Discards to New Market Niche Category	226
A New Breed of Distributors	229
From Waste Repurposing to Closing the Loop	233
Hackers	236
The Crossover (Hacker – Side)	241
The "Sharing Economy"	242
Alternative Value Systems	243
A Broader Definition of "Sharing"	246
Recap and Sign-Posting	248
Diffusion Platforms	249
Collaborative Lifestyle Environments	252
Maker Spaces	252
Co-Working	256
Reclaimed Urban Environments	259
On Roof Tops	262
On the Ground Level	265
Underground	269
Overarching Ideology (Mavericks)	275
Community	279
Profit	281
Environment	284
Circular Economy	288
Waste Beyond Food: Fashion and Consumer Electronics	291

Contents xi

Conclusion: Unlocking the Early Adopter (2007–2017)	295
Glossary According to The-First-to-Know (Summary of Concepts, Frameworks, Terminology and Types)	304
Bibliography	308
Endnotes	315
Index	317
Acknowledgments	323
Postface	325
About the Author	326