

# MegaTrends and MicroTrends: The Past and Future of P/C Insurance

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This presentation given by Dr. Steven Weisbart, chief economist of the Insurance Information Institute, to the Midwestern Actuarial Forum in Cincinnati, OH, reviews the big and small trends of P/C insurance market. Both concepts of "mega" and "micro" trend are explained and explored in the context of the insurance industry marketplace with explanations of why some trends should be noticed and monitored as indicators of future economic growth and change.

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