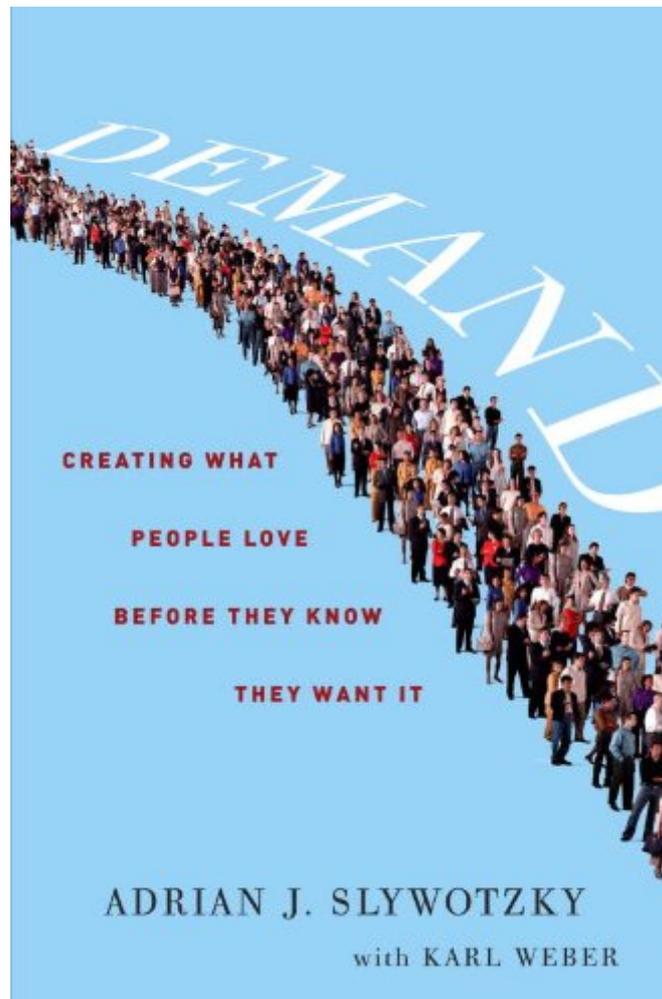


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# Demand: Creating What People Love Before They Know They Want It



## Synopsis

In DEMAND: Giving People What They Love Before They Know They Want It (Crown Business; October 2011), Adrian Slywotzky, named by Industry Week one of the world's six most influential management thinkers, provides a radically new way to think about demand, with a big idea and a host of practical applications "not just for people in business but also for social activists, governments leaders, non-profit managers, and other would-be innovators. They all need to master such ground-breaking concepts as the hassle map (and the secrets of fixing it); the curse of the incomplete product (and how to avoid it); why very good is magnetic; how what you don't see can make or break a product; the art of transforming fence sitters into customers; why there's no such thing as an average customer; and why real demand comes from a 45-degree angle of improvement (rather than the five degrees most organizations manage). From the Hardcover edition.

## Book Information

File Size: 2851 KB

Print Length: 385 pages

Publisher: Crown Business (October 4, 2011)

Publication Date: October 4, 2011

Sold by: Digital Services LLC

Language: English

ASIN: B004J4WKOM

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #422,163 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #56

in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Industrial

#152 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing >

Research #196 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales >

Consumer Behavior

## Customer Reviews

Many books published in recent years offer excellent advice on how to create and then sustain what

I call a hyphenated culture: quality-driven, customer-driven, innovation-driven, results-driven, etc. The given objectives are eminently worthy and I have no quarrel with any of them, nor does Adrian Slywotzky. The fact remains, however, that an organization must have compelling appeal to those on whom it depends for success: employees at all levels and in all areas with talent and skills as well as character and commitment who create great value for customers. That's precisely what Herb Kelleher always stressed when asked to explain the extraordinary success of Southwest Airlines: "We take great care of our people, our people take great care of our customers, and our customers then take great care of our shareholders." Demand: Creating What People Love Before They Know They Want It is a "must read" for business leaders in organizations that are struggling to answer any/all of questions such as these: "How can we get our customers to buy more of what we sell?" "How can we convince more of our competition's customers to buy from us?" "How can we convert fence-sitters into buyers of what we sell?" "How can we attract, hire, and then retain the people who will create the greatest value for our customers?" "Meanwhile, what must we do each day to improve the quality of life in our workplace and increase the appeal of what we produce there?" In each instance, the challenge is to create and then sustain demand. Whatever its size and nature may be, every organization must be led by what Slywotzky characterizes as "demand creators," people who "spend all of their time trying to understand *people*..."

A few reviewers have criticized this book for not being practical - that while it gives many examples of successful organizations and how they managed to create demand for their products, it does not provide a roadmap for people on how to do it themselves. Well now, that's the million (or billion) dollar question now, isn't it? And if there was such an answer, everyone would be doing it. This book is not for people who are looking for that roadmap, a list of numbered steps to follow. The author does present key points. He does this within a lot of examples of successful companies. I enjoyed reading these examples and there was plenty of food for thought on which to chew (so to speak). What this book seems to be designed to do is to get the reader thinking about his or her own situation and what factors are relevant to creating demand - creating what people love. Now perhaps the full title is a bit misleading because it says "creating what people love before they know they want it." I don't think that is entirely true.. we've all had our wishes. I think it is better stated, "how to make people realize what you have is what they want." One of the things mentioned in the book is the "Hassle Map." People don't want to be hassled. They don't want to have to put up with a bunch of inconveniences to get what they want - the key is to make them recognize your product offers the solution for them. They already want it, but they don't always see that you offer it; the key

is to make them see. This is a book to read leisurely, and digest the various points that are brought up within the company examples that are presented.

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Demand: Creating What People Love Before They Know They Want It Left Behind Series Prequel Set (The Rising, Anarchist is Born Before they were Left Behind/ The Regime, Evil Advances Before they were Left Behind/ The Rapture, In the Twinkling of an Eye Countdown to the Earth's Last Days) Dealing With Difficult People: Get to Know the Different Types of Difficult People in the Workplace and Learn How to Deal With Them (How To Win People, How To Influence People) From Zero to Sixty on Hedge Funds and Private Equity 3.0: What They Do, How They Do It, and Why They Do The Mysterious Things They Do Working: People Talk About What They Do All Day and How They Feel About What They Do Outwitting Cats: Tips, Tricks and Techniques for Persuading the Felines in Your Life That What YOU Want Is Also What THEY Want The Change Before the Change: Everything You Need to Know to Stay Healthy in the Decade Before Menopause Things You Should Know Before Modeling Nude: Before Taking off All Those Clothes for Big Money, You Need to Educate Yourself Aloha: Love, Suite Love/Fixed by Love/Game of Love/It All Adds Up to Love (Inspirational Romance Collection) Love's Unending Legacy/Love's Unfolding Dream/Love Takes Wing/Love Finds a Home (Love Comes Softly Series 5-8) Hidden Credit Repair Secrets - Step-by-Step 6 Letter Dispute Plan Included:: Credit Repair Strategies They Don't Want You To Know (Third Edition Book 3) Building on Your AIX Investment: Moving Forward with IBM eServer pSeries in an On Demand World (MaxFacts Guidebook series) Altered Photo Artistry. Turn Everyday Images into Works of Art on Fabric - Print on Demand Edition Demand the Impossible!: A Radical Manifesto Enterprise Sales and Operations Planning: Synchronizing Demand, Supply and Resources for Peak Performance (J. Ross Publishing Integrated Business Management Series) Introduction to Basic Supply & Demand Trading for Beginners Bible of Supply & Demand Trading for complete Beginners The Market-Driven Supply Chain: A Revolutionary Model for Sales and Operations Planning in the New On-Demand Economy LEADSOLOGY®: THE SCIENCE OF BEING IN DEMAND Talent on Demand: Managing Talent in an Age of Uncertainty

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