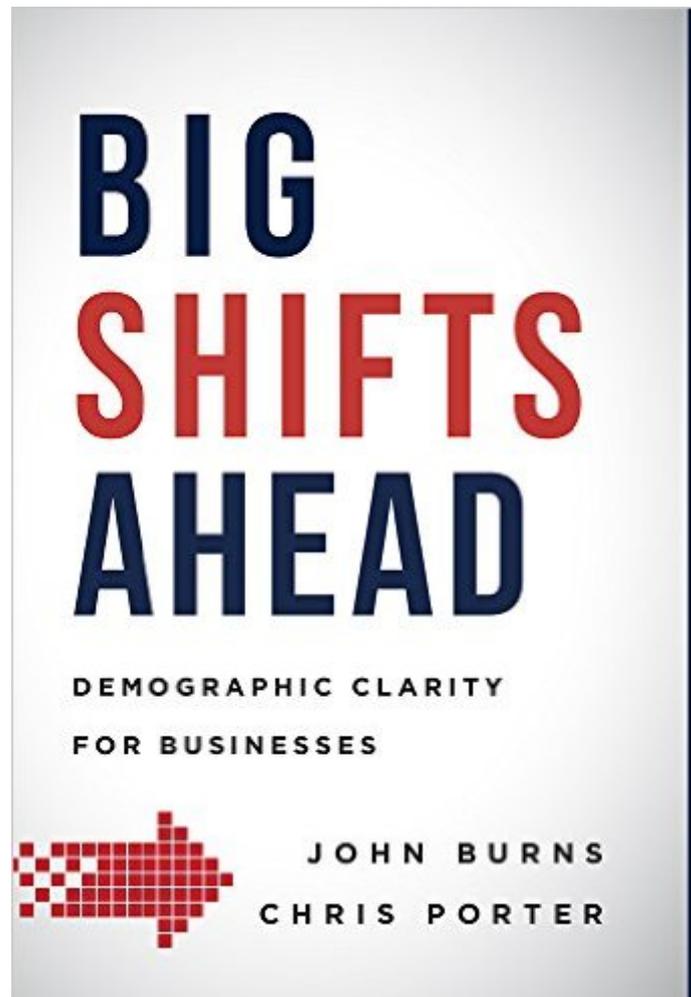


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# Big Shifts Ahead: Demographic Clarity For Business



## Synopsis

Huge Demographic Shifts Explained and Quantified for Decision Makers Demographics determine the direction of your business. Demographic trends can be overwhelming, misleading, confusing, conflicting, and difficult to predict. Not anymore. John Burns and Chris Porter wrote this book to help make demographic trends easier to understand, quantify, and anticipate. Readers of this book will have a huge competitive advantage because they will be making decisions with facts, and they will be better able to adjust their strategies when unanticipated events shift prevailing trends. Know the facts, and learn to: plan your business better; support your decisions with facts; and clarify the demographic confusion using the groupings and frameworks used in this book. Usable Generational Definitions John Burns and Chris Porter redefine the generations by decade born, grouping people by age and life stage. Each generation born in the 1950s and later is 40 to 44 million in size, although the life experiences and foreign-born composition of each vary dramatically. Burns and Porter give each generation a name to reflect the shift in society that they led. Four Big Influencers Four Big Influencers explain why those born in different decades behave so differently, and help explain the big shifts ahead: New technologies Changing government Policies Economic growth Shifts in societal acceptability Seven Biggest Opportunities Burns and Porter devote a chapter to each of the seven biggest opportunities, forecast the future of each, and provide a framework to shift strategy when unexpected changes occur. Working women Affluent immigrants Workaholic retirees Delayed young adults The Sharing economy Southern growth Urban life moving to the suburbs They support the research with more than 100 easy-to-read color charts and plenty of facts.

## Book Information

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