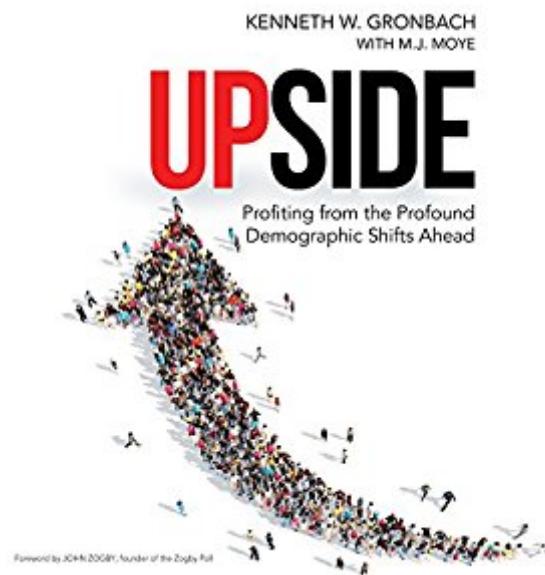


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# Upside: Profiting From The Profound Demographic Shifts Ahead



## Synopsis

Demographics not only define who we are, where we live, and how our numbers change. For those who can read beyond the raw figures, they open up hidden business opportunities that lie ahead. What will happen when retiring Boomers free up jobs? How will Generation Y alter supermarkets? Which states will have the most dynamic workforces? Will American manufacturing rebound as Asia's population declines? Upside puts this powerful yet little-understood science to work finding answers. Demographer Kenneth Gronbach synthesizes reams of data to show how generations impact markets and economies, and how to target promising trends. Lively and full of surprises, the book explains: What each age group is likely to buy now and in coming decades How profits dovetail with consumer numbers What sectors are likely to grow or lag How to make sense of the numbers to chart your own path And more As waves of people are born and age, fortunes and futures are determined. Whether you're an investor, marketer, executive, or entrepreneur, Upside helps you spot the potential for profits in ever-shifting demographics.

## Book Information

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## Customer Reviews

I have learned so much from this book. Of course I have not read it yet only listened and what an education about counting people. This should be a must read/listen in high school or college. I'm still listening so much info and it is sinking in. Great for night time listening while sleeping. Very smooth voice to sleep and wake too. Now will look at charts and pdfs. Best deal I have purchased. If you're a coast to coast listener it's a substitute when you don't care for the callers.

Upside is a remarkable book which has had a truly life altering effect on me. I have recommended it to more than 2 dozen people since I finished it 3 weeks ago. Kenneth Gronbach writes like this is a thriller as he leads us through the depth and meaning of demography. In every chapter and with every graph and chart there is an OMG moment. It will most definitely change the way you look at the world and each generation in it. I am on the high end of the Baby Boomers and this book has made me reevaluate my current life path and I feel rejuvenated and empowered with this new found knowledge. Thank you Kenneth!

I enjoyed this; read his prior book (the Age Curve - which I recommended and bought for other people). Although a lot is common sense, it is good to find a book that focuses on the impact of demographics across different markets or products. His prior book was more thought provoking, this one had more actionable information

A very interesting book which explains many of the macro movements in the economy. This gives investors a new lens to look through for long term investments.

Excellent book.

finally a realistic look at the future and the value of capitalism. Info for profit if the young don't see it it's their fault not the systems.

Human nature does not change but demographics do. Combine the two and see what's coming...

interesting

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