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economic circumstances and social shifts are disrupting business models all over the.

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analysis and data ...

In Big Shifts Ahead, Burns and Porter use commonsense frameworks to make their points. They classify their demographic data into generations by decade born, which is a novel approach to mainstream demographic analysis. It seems crazy this hasn't been done more widely before.

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“ [Big Shifts Ahead] lives up to the title, describing demographic shifts and interpreting what they mean for the future of business. — Meg White, Managing Editor of REALTOR Magazine “ Part of their genius is to look at vast amounts of data, find the connections and reveal big picture concepts that contradict common wisdom in simple and easy to understand terms.

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Big Shifts Ahead: Demographic Clarity For Business by John ...

Big Shifts Ahead is an easy and worthwhile read for those interested in understanding demographics. The book applies to various industries and tackles topics such as the economy, societal shifts and of course redefining various generations by 8 different decades.

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Huge shifts in consumer behavior made easier to understand, quantify and anticipate Demographics determine the direction of your business.

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Big Shifts Ahead: Demographic Clarity For Business by John Burns & Chris Porter is one of those books. And I'm excited to give YOU an earful with this book summary and a few of my favorite big ideas. The book is all about big societal and demographic shifts occurring in the United States between 2015 and 2025.

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