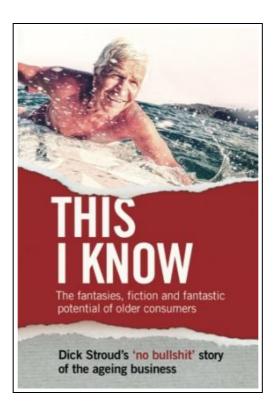
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(Ms. Linnea Medhurst I)

THIS I KNOW: THE FANTASIES, FICTION AND FANTASTIC POTENTIAL OF OLDER CONSUMERS PART 1 (PAPERBACK)



The Stroud Partnership, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. We all know that the numbers of older people are rising rapidly. This creates massive business opportunities and challenges, in equal measure. The subject is well researched and has generated millions of words of commentary. My books, blog, articles and conference speeches have added as many as anybody s. What more can be said? Why write another book? OK, this is confession time. I and my colleagues have failed to get companies, governments and older people to respond to this demographic phenomenon. Governments wish the issue would go away; companies always have something better to do; and older consumers are unprepared and hope for the best. In my last contribution to the ageing business I have tried a different approach. Gone are the graphs, tables, bullet points and citations. Instead I have created a plain-speaking analysis of why we are failing to prepare for (and profit from) a world that is rapidly ageing. I identify the no-brainer opportunities it creates and why they will elude most of you reading these words. I am assuming you are probably willing to devote a couple of hours of your life to absorbing the contents. That limits the length to around 25,000 words. The book is short (83 pages) and very much to the point. The examples and statistics that I use mainly refer to the UK. This was done for brevity and because the age profile, economic and social structure of the UK are representative of what is happening throughout much of the developed world. I reckon that 80 of what I say is just as relevant to marketers in Singapore as it is to those in Sydney. Having spent ten years talking,...

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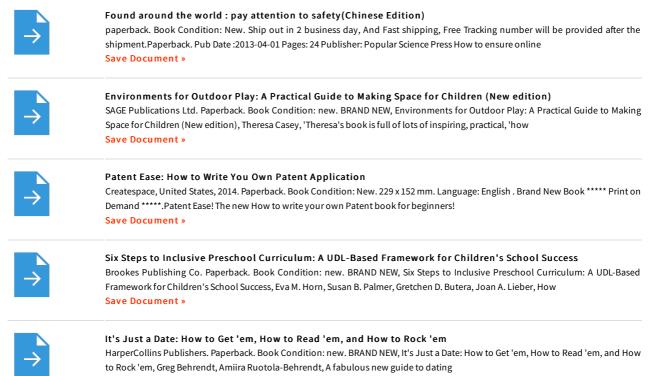
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