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#### **The Book - Big Shifts Ahead: Demographic Clarity for ...**

Big Shifts Ahead: Demographic Clarity for Business [FULL] 1. Big Shifts Ahead: Demographic Clarity for Business [FULL] 2. Book details Author : John Burns Pages : 268 pages Publisher : Advantage Media Group 2016-10-11 Language : English ISBN-10 : 1599327228 ISBN-13 : 9781599327228 3.

#### **Big Shifts Ahead: Demographic Clarity for Business Review ...**

Big Shifts Ahead: Demographic Clarity for Businesses (Unabridged) John Burns & Chris Porter. \$12.99; \$12.99; Publisher Description. Huge shifts in consumer behavior made easier to understand, quantify and anticipate Demographics determine the direction of your business. Demographic trends can be overwhelming, misleading, confusing, conflicting ...

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Big Shifts Ahead uses the same approach to derive expert forecasts and extract meaningful, concise conclusions from a huge pool of data. In Big Shifts Ahead, Burns and Porter use commonsense frameworks to make their points.

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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John also co-authored Big Shifts Ahead: Demographic Clarity for Businesses, a book written to help make demographic trends easier to understand, quantify, and anticipate. 490,000+ people follow John's LinkedIn Influencer column, 30,000+ subscribe to his emails, and the media cited the firm 400+ times in 2015.

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