Demand: Creating What People Love Before They Know They Want it

Adrian Slywotzky

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Demand is one of the few economic terms almost everyone knows. Demand drives supply. When demand rises, growth happens - jobs are created, the economy flourishes and society thrives. So goes the theory. It sounds simple, yet almost no one really understands demand, including the business owners, company leaders and policy makers who try to stimulate and satisfy it. Aimed at a business and general non-fiction readership, DEMAND is a book which searches for clues as to where demand really comes from, and why, and how we might control it.

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