



# The Age Curve: How to Profit from the Coming Demographic Storm

*Kenneth W. Gronbach*

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For years, savvy marketers have held on to certain unwavering beliefs that have dictated how they market to their consumers. The hard truth, however, is that at the heart of the changes we see in marketing and business is based on one undeniable factor - the size of the generations we are selling to. As each generation ages, what they buy and how much they buy will change. Each product and service has a "best customer" that sustains a business. As these customers grow up, the smartest marketers will stay ahead of them - and their money. In "The Age Curve", marketing guru Ken Gronbach shows executives and entrepreneurs how to anticipate this wave of predictable demand and ride it to success. Both eye-opening and compelling, "The Age Curve" will change the way companies look at their customers and how they court them.

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