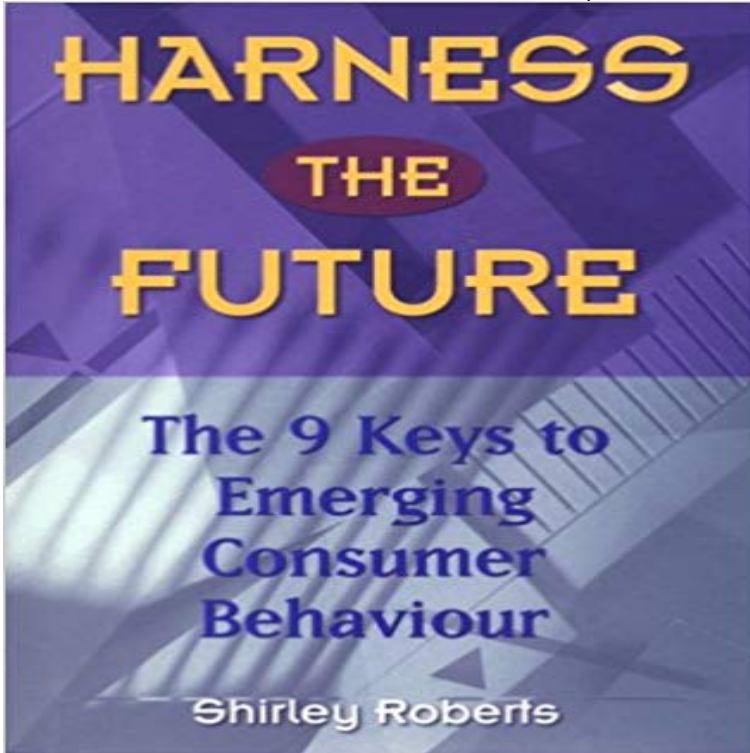


Harness the Future: The 9 Keys to Emerging Consumer Behaviour



It's not news to anyone in business that the rules of the game are changing faster than ever before, and so are patterns of consumer behaviour and spending. Rapid change on many fronts means that power has shifted away from businesses and into the hands of consumers: Globalization and technology have increased consumers buying options and knowledge, and have intensified competition. Technological advances have raised quality standards, increased consumers expectations, and lowered product differentiation. Demographic shifts that go well beyond ageing baby-boomers are significantly influencing the market place. But just how do you identify all the factors that have a significant influence on consumer buying behaviour in a rapidly changing world? And more importantly what do you do about them in your own business? *Harness the Future* shows how to paint a comprehensive picture of your customers by examining trends in nine key areas: Economy Technology Globalization Government Environment Demographics Consumer Psyche Wellness Retailing. But beyond telling about the way things are and will be, *Harness the Future* also shows you how to predict and profit from changing consumer behaviour. Shows how to track and analyze the trends that affect your own business. Identifies emerging trends to help you understand consumer behavior in the future. Provides valuable strategies, planning tools, and business-building ideas. Features examples of trailblazing companies that are using these techniques to harness their future.

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