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Huge demographic shifts, driven by new technologies, government policies, economic circumstances, and social shifts are disrupting business models all over the United States. Business executives know that their customers are changing, but have a difficult time quantifying and predicting the changes.

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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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