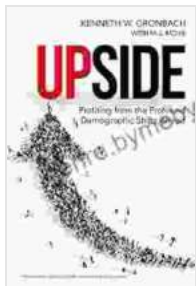


Upside: Profiting From The Profound Demographic Shifts Ahead

The world is changing rapidly. The global population is aging, and the birth rate is declining. These demographic shifts are having a profound impact on businesses around the world.



Upside: Profiting from the Profound Demographic Shifts Ahead

★★★★☆ 4.5 out of 5

Language : English
File size : 5632 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 290 pages



In his new book, *Upside*, author Mark McCord explores these demographic shifts and how they will impact businesses in the years to come. McCord argues that businesses that understand these shifts and prepare for them will be well-positioned to profit from them.

McCord identifies four key demographic shifts that will shape the future of business:

1. The aging of the global population
2. The decline in the birth rate

3. The rise of the middle class in developing countries
4. The increasing urbanization of the world

These shifts will have a significant impact on the way businesses operate. For example, the aging of the population will lead to a decrease in the size of the workforce. This will make it more difficult for businesses to find qualified workers.

The decline in the birth rate will also have a negative impact on businesses. This will lead to a decrease in the number of consumers. This will make it more difficult for businesses to sell their products and services.

The rise of the middle class in developing countries will create new opportunities for businesses. This will lead to an increase in the demand for goods and services. This will make it easier for businesses to expand into new markets.

The increasing urbanization of the world will also create new opportunities for businesses. This will lead to an increase in the demand for housing, transportation, and other services. This will make it easier for businesses to locate in areas where there is a high demand for their products and services.

McCord argues that businesses that understand these demographic shifts and prepare for them will be well-positioned to profit from them. He provides a number of strategies that businesses can use to prepare for these shifts, including:

- Investing in research and development

- Developing new products and services
- Expanding into new markets
- Acquiring other businesses

McCord concludes that the demographic shifts that are happening around the world will have a profound impact on businesses. He argues that businesses that understand these shifts and prepare for them will be well-positioned to profit from them.

About the Author

Mark McCord is a leading expert on demographics and their impact on business. He is the author of several books on the subject, including *Upside: Profiting From The Profound Demographic Shifts Ahead*.

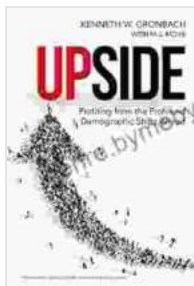
McCord has been featured in a number of media outlets, including *The Wall Street Journal*, *The New York Times*, and *Forbes*. He has also testified before Congress on the impact of demographics on the economy.

McCord is a graduate of Harvard College and Harvard Business School. He is currently the CEO of McCord Research, a leading provider of demographic research and analysis.

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