

## The age curve: how to profit from the coming demographic storm

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20448538&lokasi=lokal>

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### Abstrak

For years, marketers have held on to unwavering beliefs that have dictated how they market to their consumers. But the hard truth is that the changes we see in marketing and business are 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.