



Demand: Creating What People Love Before They Know They Want It

Adrian Slywotzky, Karl Weber

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In *DEMAND: Giving People What They Love Before They Know They Want It* (Crown Business; October 2011), Adrian Slywotzky, named by *Industry Week* one of the world's six most influential management thinkers, provides a radically new way to think about demand, with a big idea and a host of practical applications—not just for people in business but also for social activists, governments leaders, non-profit managers, and other would-be innovators.

They all need to master such ground-breaking concepts as the hassle map (and the secrets of fixing it); the curse of the incomplete product (and how to avoid it); why very good \neq magnetic; how what you *don't* see can make or break a product; the art of transforming fence sitters into customers; why there's no such thing as an average customer; and why *real* demand comes from a 45-degree angle of improvement (rather than the five degrees most organizations manage).

From the Hardcover edition.



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