



# **The Death of Demand: Finding Growth in a Saturated Global Economy (Financial Times Prentice Hall Books)**

*Tom Osenton*

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In today's world, there are more TVs than viewers. More phone numbers than talkers. More homes than households. More cars than drivers. Consumers have gorged themselves...and they're pulling away from the table. Demand is dead. What's more, it'll stay dead, for many years to come--and everyone had better get used to it. In *The Death of Demand*, Tom Osenton reveals a 25-year trend towards increasingly weak revenue growth--even in spite of improved marketing strategies, tactics and tools. In such an environment, growing profits requires a radically new approach. That's precisely what this book delivers. Starting with a foundation of absolute clarity and realism, Osenton offers readers the first comprehensive program for increasing profits when they can't increase revenue. Along the way, he covers everything from discontinuous innovation in products and business models to "customer share marketing" that captures more sales from every existing customer.

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