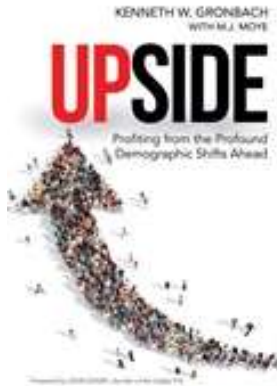


PM WORLD BOOK REVIEW



Book Title: ***Upside – Profiting from the Profound Demographic Shifts Ahead***

Author: **Kenneth W. Gronbach**

Publisher: AMACOM

List Price: \$27.95 USA Format: Hard Cover, 276 pages

Publication Date: 2017 ISBN: 978-0-81443-469-7

Reviewer: **Jennifer Arroyo**, PMP

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Introduction

The author, Kenneth W. Gronbach, is a terrific keynote speaker and nationally recognized writer, expert and futurist in the field of Demography and Generational Marketing.

Demographic trends are powerful forecasters. Demographic trends influence organizational business strategy dealing with stakeholders in HR, Health Care, Demands for Energy and Technology, Business development, Marketing Communications..., and other aspects of project management.

Gronbach provides insights about the science of Socio-Demographic changes and actionable information on how these changes can have a major impact on organizations and managers.

Overview of book's structure

This book first summarizes the science of demographics as “Wherever people are, they are always making a demographic impact...and distinct population groups and shifts in population size significantly impact the world around them.”

Gronbach divided the book into two main sections and showed us how he interprets the demographic numbers from the demand side and the supply side of the equation. He leads us through different generations, markets, and products and focuses on the impact of demographics. He mines the demographic data to bring to the readers some revealing facts with graphs, charts, and case studies in every chapter. Based on the insights Gronbach takes the next step to provide actionable approaches for reader's

own needs. In the final section he provided current demographics & trends about some specific geo-regions in the world and a few select countries as a quick demographic assessment of the rest of the world (ROW).

The detailed key features delivered by this book in each chapter include:

- **Part ONE: THE DEMAND SIDE OF THE EQUATION:**
Generations and Regions
 - Chapter 1 Counting People – What a Concept!
 - Chapter 2 The People Are Demanding
 - Chapter 3 The Ever-So-Important Delineation of the Generations
 - Chapter 4 Who Are These People?
 - Chapter 5 On the Way Out with the G.I. Generation
 - Chapter 6 The Still Quiet Silent Generation
 - Chapter 7 Those Transformative Baby Boomers
 - Chapter 8 The Unfairly Maligned Generation X
 - Chapter 9 Coming of Age with Generation Y
 - Chapter 10 The As-Yet-To-Be-Defined Generation Z
 - Chapter 11 Now That You Know Who These People Are, and How Many, Were Are They?
 - Chapter 12 The Northeast Beholden to International Immigration
 - Chapter 13 The South Has Indeed Risen Again
 - Chapter 14 Doldrums in the Midwest
 - Chapter 15 Is the West of the Best?

- **Part TWO: THE SUPPLY SIDE OF THE EQUATION:**
The Impact of Demographics
 - Chapter 16 Put All These People Together and Stir the Pot
 - Chapter 17 Death Comes Knocking for Us All
 - Chapter 18 Kicking Back During the Golden Years
 - Chapter 19 Boomers Driving the Future of Healthcare
 - Chapter 20 Where House Now?
 - Chapter 21 Planes, Trains, and Automobiles...Not to Mention Boats
 - Chapter 22 Technology – A Language Best Spoken by the Young?
 - Chapter 23 Retail and Marketing – When and How to Sell What to Whom
 - Chapter 24 Manufacturing – Coming Home to Roost?
 - Chapter 25 Out with the Old, In with the New – Labor Force Dynamics

- **Part THREE: THE REST OF THE WORLD (ROW)**
 - Chapter 26 It's a Mighty Big World Out There
 - Chapter 27 Economic Dynamo – North America
 - Chapter 28 The Old Country - Europe
 - Chapter 29 More Than Half the World – Asia
 - Chapter 30 Cradle of Civilization - Africa
 - Chapter 31 Latin America Flavors and Down Under

Highlights

For the past 16 years Gronbach uses the effects of shifting demography as focus of his expert platform. In his LinkedIn profile he explained “Combines with Generational Marketing, an understanding of shifting demography can be used to accurately forecast commercial markets and economic and social phenomena.”

Combined with 22 years of advertising industry background as the President and CEO of KGA Advertising Gronbach wrote about how to profit from the demographic age shift and shared with the readers the data he mined. From the demographic data and market insights he provides in this book there are tremendous potential business opportunities – for those who can read beyond the raw figures.

“What I liked!”

I like Chapter 23 “Retail and Marketing – When and How to Sell What to Whom” the best. I like the way Gronbach presented the science of demographics/people and his perspective by asking important questions to the readers. For example, two important questions anyone responsible for growing a business must ask are: “How many people are in my market?” and “Is that number getting bigger or smaller?”

I find the questions and analysis he did based on selective retail markets very useful. The breakdown of the industries and markets are easy to follow and well-presented. There are great insights on how leveraging people and data are changing our world.

Who might benefit from this book?

This book is an excellent resource book and a fun read for anyone who wants to stay relevant as a consumer, investor, manager, and market professional. It’s full of little known demographic data and critical facts.

Conclusion

I enjoyed reading this book. This book can be a great text book for anyone who wants to understand consumer behavior. The information-loaded content and carefully footnoted consumer data of this book both insightful and practical. It’s an excellent read!

For more about this book, go to: <http://www.amacombooks.org/book.cfm?isbn=9780814434697>

Editor’s note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to

review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@pmworldjournal.net.

About the Reviewer



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Jennifer Arroyo, MBA, PMP, Realtor® received her M.B.A. degree in Marketing from State University of New York at Albany. Jennifer joined PMI's Dallas Chapter in 2015.

Ms. Arroyo has more than 10 years of project management experience in the Multi-unit retail business, Multi-unit residential investment, and Financial Services industries. She works as an Associate Broker, affiliated with Keller Williams Realty, specialized in Residential | Commercial & Investment entrepreneurship PPM in Dallas TX. With her diverse international and industry-specific PM leadership experiences, Ms. Arroyo is passionate about helping entrepreneurs and business clients achieve branding goals and ROI Growth.

Keller Williams, the world's largest real estate franchise by agent count, had the most firms on the REAL trends 500, according to the annual ranking and reporting published by REAL Trends, Inc. Founded in 1983, it grew from a single office in Austin to approximately 700 offices and as of Nov. 2016 with over 150,000 associates worldwide. It's an Inc.5000 company and has been recognized as one of the highest rated real estate companies by numerous publications, including Entrepreneur Magazine and Forbes. The franchise, collectively, handled more than \$178 billion in sales, up 27%, and 645,000 transactions, up 21% over year 2016.

Jennifer volunteered and served as supporting Book Review Coordinator of the professional development and social media marketing initiative. She also facilitates the Early Childhood Bilingual **gogosmartmom e-Learning** program designed for Homeschooling Moms originating in Taiwan, Republic of China.

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