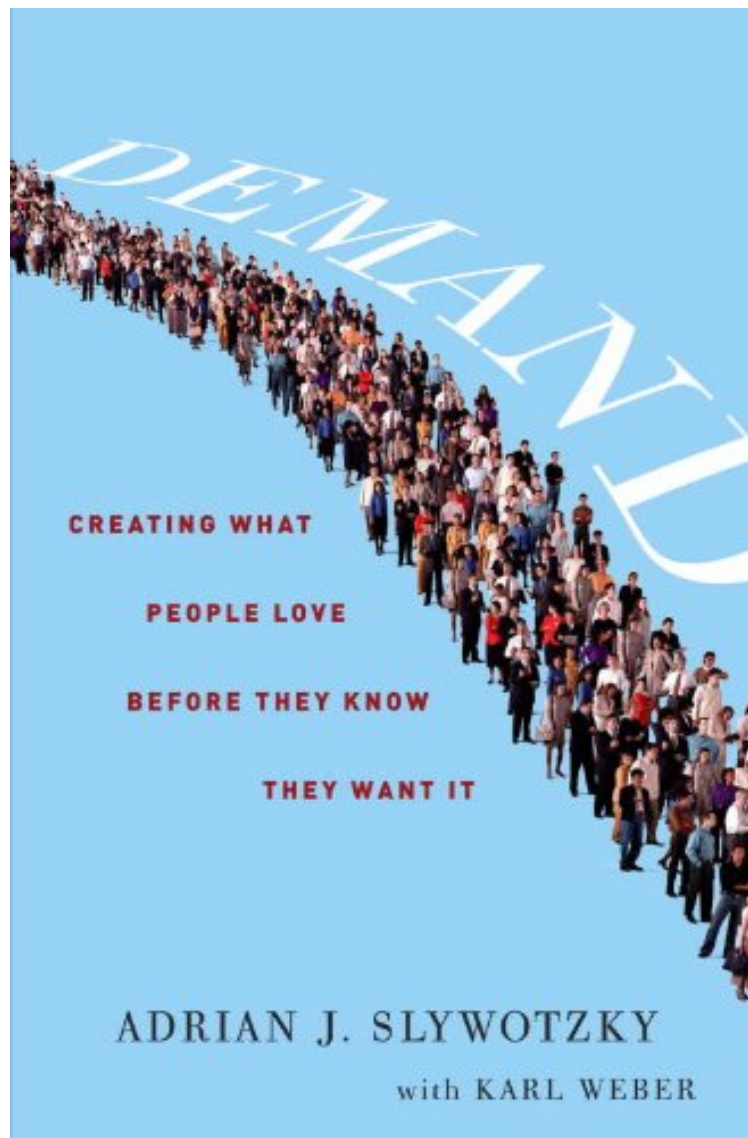


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## **Demand: Creating What People Love Before They Know They Want It**

*Adrian Slywotzky, Karl Weber*  
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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, government 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 ne; 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.