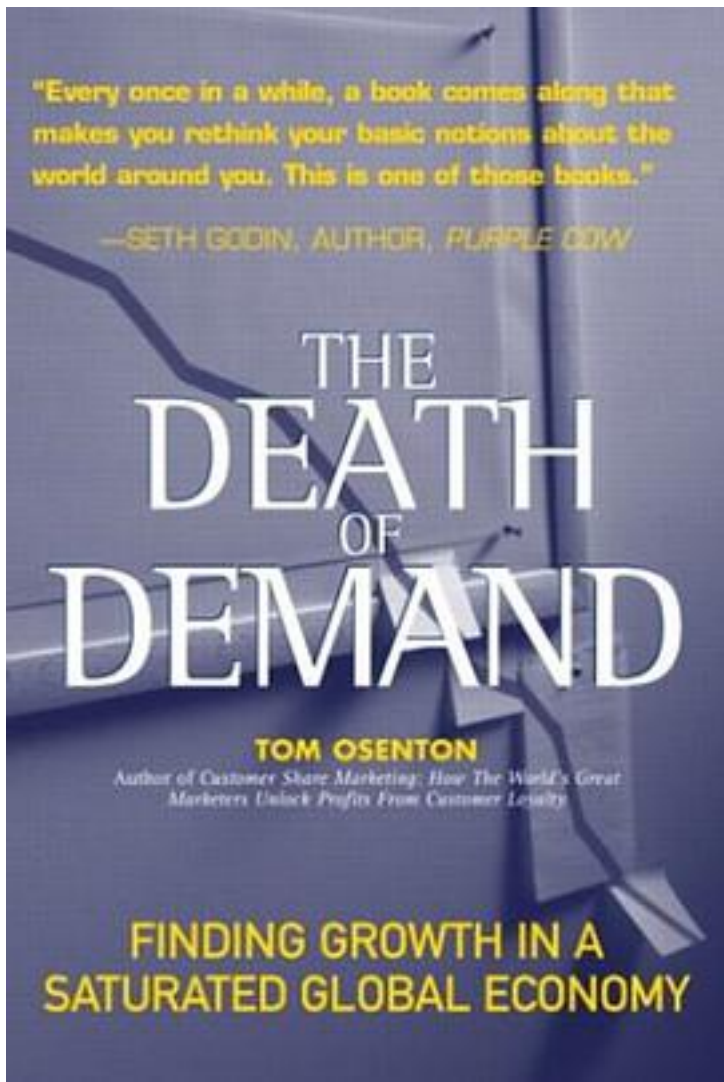


THE DEATH OF DEMAND



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出版者:Financial Times Prentice Hall

出版时间:2004-2-17

装帧:

isbn:9780131423312

In "The Death of Demand," Osenton reveals that all successful corporations enjoyed 25 to 30 years of increasing rates of revenue growth coming out of World War II. Then, it suddenly stopped in the mid-1970s when revenue growth rates started decreasing. Now, Osenton helps business executives understand why sales have fundamentally slowed and what to do about it.

作者介绍:

Tom Osenton is a best-selling author, columnist, speaker, and leading business strategist with years of senior management level experience at world-class organizations such as the ABC Television Network, Times Mirror Company, Billboard Publications, and the University of Wisconsin-Madison.

He is the author of the best-selling Customer Share Marketing: How The World's Great Marketers Unlock Profits From Customer Loyalty (Financial Times Prentice Hall, 2002). This seminal business title introduced the discipline of customer share marketing: the art of retaining customers and increasing the number of products and services they purchase. He speaks extensively on the subject at conferences, seminars, corporate meetings, workshops, and business schools worldwide.

After working on three Olympic Games as part of the broadcast team at the ABC television network, Osenton was appointed the youngest-ever President, CEO, and Publisher of The Sporting News Publishing Company in the late 1980s, where he led a major turnaround of the nation's first sports weekly. He is now CEO of the Customer Share Group LLC, a leading management consultancy advising global corporations on transformational growth strategies. He can be reached directly at tosenton@customershare.com.

Tom Osenton is an author, economist and leading growth strategist with Chicago-based Customer Share Group Inc - a division of parent Market Data Corporation, Inc.

Mr. Osenton spent more than 25 years in senior management roles with companies such as Dutch publishing giant VNU, the Walt Disney Company, and the Times Mirror Company where his experience ran the gamut -from launching new companies to turning around 100-year old institutions. He worked with the legendary Rooney Arledge on three Olympic Games as an executive with the ABC-Television Network in New York, and later was named President & CEO of The Sporting News - the world's oldest sports-weekly.

Mr. Osenton has written three best-selling business books with Financial Times Prentice Hall and Praeger Publishers. His first book - Customer Share Marketing - is a principal eCRM text at business school around the world. His second book - The Death of Demand - is an economic powerhouse that details the path to an aging U.S. economy based on the exhaustive study of growth trends of the S&P 500 companies since the end of World War II.

His most recent book - Boomer Destiny: Leading the U.S. Through the Worst Crisis Since the Great Depression - provides an inspirational look at those U.S. generations that have been forced to lead the country through the most crushing economic crises.

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