

MARKETING 11 MR JONES

INSTRUCTIONS

STUDENT WORK

Due Oct 30, 9:00 AM



Boom Bust Echo



Thomas Jones Oct 22 (Edited Oct 31)

Boom Bust and Echo. A group research project.

Our driving question in this project is to understand this famous book and its application to marketing.

1. Check out the attached resources where you may find the answer to your questions.

2. Your answer must be at least one page.

Armandeep >Why is there a series of books with this name Elaborate

Karnjot>Who wrote this book and what is his/her background Elaborate

Avijot >When was it first published Elaborate

Balkar >What are demographics Elaborate

Harsh >How does demographics relate to Marketing Elaborate

Karnjot >What is a Baby Boom Elaborate

Armandeep >Who is a baby boomer in Canada Elaborate

Karnjot>How could anyone profit from the Demographic Shift in the 21st Century Elaborate

Avijot> How could demographics help forecast the future Elaborate

Balkar >Why is your year of birth one of the most important things about you Elaborate

Karnjot >Harsh >What is a BEST SELLING BOOK Elaborate

Karnjot> Provide proof of this book being a " Best Seller" Elaborate

Armandeep> What are the chapter names in Boom, Bust & Echo 2000 Elaborate

Armandeep >What does the author do now Elaborate

Manraj >What is an ISBN number Elaborate

Manraj >What did Roy MacGregor from the Globe and Mail say about this book Elaborate

Sumeet >Should every business owner read Boom Bust and Echo Elaborate

Sumeet> Mr. P What products would a baby boomer likely consume at age 10, 20,30,40,50,60,70,80,90

Balkar>Why would the geriatric industry be booming right now. Elaborate



Boom, bust & echo 2000: Profiting from the demographic shift in the new millenni...

<https://www.amazon.ca/Boom-bust-echo-2000-demographic/dp/1551990296/ref...>



Boom, Bust & Echo Books

<http://www.footwork.com/book.asp>



David Foot: Canadian Population Pyramids

<http://www.footwork.com/pyramids.asp>



Prof. David Foot - Demographics and the Economy

YouTube video 27 minutes



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