



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

*Adrian Slywotzky, Karl Weber*

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

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**Demand: Creating What People Love Before They Know They Want It** Adrian Slywotzky, Karl Weber In *DEMAND: Giving People What They Love Before They Know They Want It* (Crown Business; October 2011), 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, governments 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  $\neq$  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).

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