



# **Demand: Creating What People Love Before They Know They Want It (Chinese Edition)**

*Adrian J. Slywotzky, Karl Weber*

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Needs, is the fundamental power that gives birth to great business legend. Demand: Creating What People Love Before They Know They Want It shows the six key points of needs creation which people cannot resist and your competitors cannot copy from. It sets a bridge between the reality people have to accept and their dream they really anticipate. To create needs, we need solve a mystery first, which is the weird combination of anthropology, psychology, technology, design, economics, infrastructure and many other factors. From profoundly probing into the wise needs creators, this book interprets how they see into the painful, inconvenient, wasteful and even dangerous daily troubles of peoples life and develop great products which people cannot resist and competitors cannot copy, and how they solved the problems and became irreplaceable token in customers hearts.

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