



## David K. Foot: Profile

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David K. Foot, Professor Emeritus of Economics at the University of Toronto, is the author of the best-selling books *Boom Bust & Echo: How to Profit from the Coming Demographic Shift* and the updated paperback, *Boom Bust & Echo: Profiting from the Demographic Shift in the 21st Century*. These books are based on his research on the economic impacts of demographic change and on the resulting implications for both private and public policies. His books have sold over 300,000 copies in Canada and were on the Canadian best-seller lists for over 3 years.

David Foot is an outspoken and controversial demographics expert who can bring to life demographic statistics and make the aging of society relevant to any specific interest group. He explores how changing demographics, especially the aging of the massive boomer generation and the coming into the marketplace of their children, the echo generation, is redefining society's needs.

Dr. Foot contends that demographics explains two-thirds of everything -- whether the subject is business planning, marketing, human resources, career planning, corporate organization, the stock market, housing, education, health, recreation, leisure, and social and global trends. Change can't be avoided, but it can be prepared for and managed. With an understanding of demographics, a business, an individual or a government has a strong foundation upon which to build.

David Foot addresses issues from a global perspective as well as from a North American perspective, having been born in England, raised in Australia, educated in the United States (Ph.D. from Harvard) and living in Canada. He is a much sought after speaker for corporations, associations, community groups and governments.

An award winning teacher, David Foot received one of the national 3M Awards for Teaching Excellence administered by the Society for Teaching and Learning in Higher Education and twice received the University of Toronto undergraduate teaching award.