



David K. Foot: Profile

David K. Foot, Professor 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. These books have sold more than 300,000 copies 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 group. He explores how changing demographics, especially the aging of the massive boomer generation, and the entry of their children, the echo generation, into the market and workplace, will redefine 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 anticipated and managed. With an understanding of demographics, a business, an individual or a government has a strong foundation upon which to build an understanding of the past and a vision for the future.

David Foot was born in England, raised in Australia, educated in the United States (Ph.D. from Harvard) and lives in Canada. Reflecting this background, he addresses issues from a global and a North American perspective. He is a much sought after speaker for corporations, associations, community groups and governments.

An award winning teacher, David Foot received a national 3M Award for Teaching Excellence and twice received the University of Toronto undergraduate teaching award.

* formerly *Boom, Bust & Echo 2000: Profiting from the Demographic Shift in the New Millennium*