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Sommario/riassunto	"Many economists and policy makers take a narrow view of demographics restricting attention only to age and population numbers. This book will challenge such conventional thinking with wide ranging applications across macroeconomics, investments, policy, and sustainability. The author's macro-perspective, presented in the book, has three differentiating features. First, he interprets demographics broadly as "people characteristics" -- those as consumers and workers. They extend beyond age alone, to gender, race, migrant status, family background, education and get reflected in psychology and behavior. These consumer characteristics apply to nearly 8 billion people as everyone in the world is a consumer and worker characteristics apply to nearly 5 billion people (world's labour force). Consumers and workers affect economic variables (growth, public debt, inflation, unemployment, productivity, savings, capital flows) and asset prices. Understanding demographics in this way helps better insights into what drives economics and markets. Second, Amlan Roy argues that consumer and worker behavior have short-term, medium-term and long-term effects on economics, markets and policy effects not only

long-term (as most other researchers tend to think and believe). Lastly, demographics based on consumers and workers affect the economic prospects and fortunes of companies, households and countries. Demographics is not just about age and number of people"--

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