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Sommario/riassunto	<P>We all understand the basic principles underpinning marketing activity: to identify unfulfilled needs and desires and boost demand for the solutions a product is offering. The mantra is always ""sell more"". De-marketing tries for the very opposite. Why would a company actively try to decrease demand?</P><P>There are many good reasons to do so: a firm cannot supply large enough quantities, or

wants to limit supply to a region of narrow profit margin. Or, crucially, to discourage undesirable customers: those that could be bad for brand reputation, or in the case of the finance sector, high r
