

Access to Experts



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Brian Anderson is an Associate Program Director at **The Demand Institute®**. In this role, he has worked across a range of research programs. He has co-authored many of The Demand Institute's recent reports, including *Sold in China* and *No More Tiers*, and his research on American Communities appeared in the 2013 report, *A Tale of 2000 Cities*.

Prior to this role, Brian worked as a Specialist Consultant for The Cambridge Group, a division of Nielsen focusing on consumer-driven demand strategy for Fortune 500 companies. He was responsible for developing and executing proprietary intellectual capital to help clients drive profitable growth, with an emphasis on advanced statistical techniques and consumer research.

Before joining The Cambridge Group, Brian was a graduate student at Northwestern University, studying macroeconomics and macro-econometrics. He has a MA in Economics from Northwestern University, and a BS in Economics, with distinction, and a BS in Mathematics from The University of Washington.

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Publications by Brian Anderson

Books

- [China's Connected Spenders & Car Demand](#)
14 September, 2016

Charts

- [The Impact of Demographic Trends on U.S. Consumer Spending](#)
09 February, 2017

Key Business Issues

- [The Impact of Demographic Trends on US Consumer Spending: Incorporating the Effect of Race/Ethnicity](#)
19 January, 2018
- [Introducing the Connected Spender: The Digital Consumer of the Future](#)
08 February, 2017
- [No More Tiers: Navigating the Future of Consumer Demand across China's Cities](#)
18 November, 2015

Publications

- [The Impact of Demographic Trends on US Consumer Spending: Methodological Notes](#)
09 February, 2017
- [No More Tiers: Navigating the Future of Consumer Demand across China's Cities \(CHRO Strategic Implications\)](#)
14 December, 2015
- [No More Tiers: Navigating the Future of Consumer Demand across China's Cities \(CFO Strategic Implications\)](#)
11 December, 2015
- [No More Tiers: Navigating the Future of Consumer Demand across China's Cities \(CMO Strategic Implications\)](#)
19 November, 2015

The Demand Institutes

- [A Wealth of Opportunity](#)
03 November, 2016
- [The End of Cold, Hard Cash and the Global Shift toward Cashless Consumer Payments](#)
29 August, 2016
- [Sold in China](#)
23 July, 2015