

## 2.2.2.1 Collapsing Birthrate in the Developed World

- By end of the 21st C, Italy's population could decline from 60m to 22m and Japan's from 125m to 55m.
- The organisation which first succeeds in attracting and holding knowledge workers past retirement age will have a terrific competitive advantage.

**Peter Drucker: Futurist Magazine**  
**"Management Challenges of the 21<sup>st</sup> Century"**

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