



Launch date:
8th November **on Amazon.**

Disruptive new book deals a plot twist on consumer experience and the environment.
**The problem with consumerism?
The end.**

Engineering, tells its readers that we are missing a big issue, hiding in plain sight - how we design consumer endings.

The book reveals that consumerism has 4 fundamental problems at the end of the consumer experience. **In this gap the failures of consumerism are piled high: hoarding, pollution, unwanted pictures on social media, risks to security, mis-sold financial products and many aspects of climate change.** They linger unchallenged at the end of the consumer lifecycle, alongside missed tactical and strategic business opportunities.

The Engineering book shows how to mitigate the issues, reveal new opportunities and design for better consumer endings. A mixture of stories, interviews, new tools, and methods, will enable readers in policy-making, business, and product creation to gain a new approach with tackling issues in consumerism.

This is a HOW TO book about endings - a textbook of consumer off-boarding experiences.

Joe Macleod is founder of the worlds first customer ending business - AndEnd.

A veteran of product development industry with decades of experience across service, digital and product sectors. Author of the [Ends book](#) (published 2017), that [iFixit](#) called the best book about consumer e-waste.

Head of Engineering at AndEnd. [TEDx Speaker](#). [Wired](#) says "An energetic Englishman, Macleod advises companies on how to game out their endgames. Every product faces a cycle of endings, from breakage to customer burnout to falling behind consumption trends. It's important to plan for each of them. Not all companies do."

Training Engineers

Macleod also trains [individuals](#) and businesses how to become [Engineers](#). Businesses including – [Intuit](#), [Spotify](#), [Logitech](#), [Swedbank](#), [Ellen Macarthur Foundation](#) have all completed the Engineering training.

Speaking to businesses

Macleod has [talked all over the world](#) about the issue of endings with companies including – [PayPal](#), [Arup](#), [Facebook](#), [Just Eat](#), [Google Deepmind](#), [PepsiCo](#), [Ikea](#), [Huawei](#), [Net-a-Porter](#), [Telia](#), [Arrival](#), [JP Morgan](#), and [Microsoft](#).

The Engineering book comes out on 8th November on Amazon.

[More information here >](#)

[Questions? Email Joe here >](#)

Contact Details.

joe@andend.co

AndEnd Website

<http://www.andend.co/>

Ends Book (published 2017)

<https://www.amazon.co.uk/dp/9163936445>

Become an Engineer

<http://www.andend.co/training-for-beginners-in-ends>

LinkedIn

<https://www.linkedin.com/in/josephmacleod/>
<https://www.linkedin.com/company/andend/>

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"While many industries worldwide intensify broad conversations to understand the whole system challenge, most fail to see how crucial off-boarding is as a part of the complete product life cycle. Ends makes you realize the problem and Engineering how you get to action. It's that timely logical next step. It's a treasure to have Joe sharing his insights and learning in this both inspiring and practical book. It will make you feel less alone in the End."

Pernilla Johansson, Chief Design Officer, Electrolux Group.

[More quotes here >](#)

