



The 50-Plus Market: Why the Future Is Age Neutral When It Comes to Marketing Branding Strategies

By Dick Stroud

Kogan Page. Paperback. Condition: New. 314 pages. Dimensions: 8.9in. x 5.8in. x 1.4in.Baby boomers are the wealthiest, fastest-growing consumer group in the world, yet the market remains largely untapped by marketers. In fact, only five percent of worldwide ad budgets are geared toward older costumers while 80 percent goes to reaching 18- to 34-year-olds. Acknowledging that the 50-plus consumer market is foreign territory to many marketers, author Dick Stroud provides a how-to guide for key elements of a marketing strategy targeting boomers. His new approach to how companies can interact with older customers advocates age-neutral marketing strategies, ensuring the growing numbers of affluent consumers over the age of 50 arent overlooked. Using research from OMD, the worlds second-largest media communications firm in the world, The 50-Plus Market shows why the obsession with youth-centric marketing must end. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



Reviews

The ebook is straightforward in go through preferable to recognize. It typically does not charge too much. Its been designed in an exceptionally straightforward way and it is just following i finished reading this book where basically altered me, affect the way i really believe. -- Dr. Reta Murphy

It becomes an amazing pdf which i actually have at any time read through. This can be for all those who statte there had not been a worthy of reading through. You wont sense monotony at anytime of your own time (that's what catalogues are for relating to should you check with me). -- Claud Kris

You May Also Like

DK Readers Invaders From Outer Space Level 3 Reading

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.9in. x 5.9in. x 0.1in.Are aliens from other planets visiting Earth Read these amazing stories of alien encounters -- and make up your own mind! The 48-page Level 3 books, designed for...

■

DK Readers Animal Hospital Level 2 Beginning to Read

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.9in. x 5.8in. x 0.1in.This Level 2 book is appropriate for children who are beginning to read alone. When Jack and Luke take an injured duck to the vet, it is just...

Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living

Large

score

Pray

Alone

Alone

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...

_

Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead. Academic exercises are based on Common Core...

L	-)

Molly on the Shore, BFMS 1 Study

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...

The Day I Forgot to

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in.Alexis is an ordinary fiveyear-old who likes to run and play in the sandbox. On her first day of Kindergarten, she makes her first school-aged friend, Elizabeth, and...