

1. Record Nr.	UNINA9910458145003321
Autore	Brown Mary <1959->
Titolo	Boom [[electronic resource]] : marketing to the ultimate power consumer--the baby boomer woman // Mary Brown and Carol Orsborn ; foreword by Paco Underhill
Pubbl/distr/stampa	New York, : American Management Association, c2006
ISBN	1-281-12846-5 9786611128463 0-8144-2980-7
Descrizione fisica	xviii, 238 p. : ill
Altri autori (Persone)	OrsbornCarol
Disciplina	658.8/34082
Soggetti	Women consumers Consumer behavior Marketing Baby boom generation Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen.
Nota di bibliografia	Includes bibliographical references (p. 225-228) and index.
Nota di contenuto	; Introduction: She's the emerging power consumer -- She's the sweet spot: the new demographic of choice. On marketing to technology optimists / Rose Rodd -- On marketing to baby boomer women in Canada / Anne-Marie Caron -- On baby boomer women and experimentation / Jan DeLyser -- On forging an emotional connection with her / Kate Quinn -- On recognizing her as a driving force in the marketplace / Amy Marentic -- She's complex: why there's no such thing as "the" baby boomer woman. On appealing to her values / Joanne Sachse Mogren -- On getting nostalgia right / Cindy Marshall -- On the difference between marketing to men and to women / Caleb Mason -- On why not to just shrink it and pink it / Fran Philip -- On marketing to distinctions / Pepper Miller -- On marketing to Hispanic baby boomer women / Isabel Valdes -- She's her stage, not her age: leveraging her life transitions. On playing financial catch up / Lisa Caputo -- On marketing to all her life stages / William D. Novelli -- On high technology marketing to women / Gina Clark -- On the power of

creating brand personas / Claire Spofford -- She's motivated: the 3-D view of her. On appealing to her psyche / Michael Bohn -- On embracing both her demographic and psychographic drivers / Grant J. Schneider -- On aspiring at midlife / Peggy Northrop, Brenda Saget Darling -- On banking on women-owned businesses / Maria C. Coyne -- On her quest for a free spirit / Federico Musi -- She's in the driver's seat: she'll problem-solve her own way through the marketplace. On getting to the heart of the matter / Joe Teno -- On focusing on the "why" vs. the "how" / Heidi Baker, Eden Jarrin -- On the personal shopper approach to technology / Melissa McVicker -- On paying attention to details / Kathy Moyer Dragon -- On business "plus" / Anne Kelly -- She's changing channels: shaping the new brandscape. On harnessing the power of women's solidarity / Adam Hicks -- On real women selling to real women / Yvonne Saliba Pendleton -- On referential not deferential marketing / Deborah Natansohn -- On delivering beyond expectations / Rick Lovett -- On staying relevant for the boomer woman / Ed Kinney -- She's waiting: the marketer's call to action. On redressing the misconceptions / Dorothy Dowling -- On getting past emotional bias / Christopher W. Bradley -- On moving beyond the Holy Grail / Ira Mayer -- On the evolution of marketing to the baby boomer woman / Lori Bitter.

Sommario/riassunto

With Baby Boomer women spending over a trillion dollars a year, the days of 40+ women being ignored by marketers are numbered BOOM is a comprehensive guide to identifying, reaching and influencing these women. The book features insights and case histories from 40 top marketers, including executives from Intel, Ford, Seabourn Cruises, Citigroup, Wellpoint, Mary Kay, and more. Key features This is the only book on marketing to this specific demographic. Baby Boomers are the largest generational demographic today, and women not only outnumber men, but also influence as much as 80% of household purchase decisions Includes: The Eight Things You May Not Know About Boomer Women But Should, the Imago Diagnostic (ID), an assessment tool to help marketers identify what makes Baby Boomer women tick and more
