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Autore	Moschis George P.
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Nota di contenuto	Preface and Acknowledgments -- Table of contents -- Overview -- Understanding the Needs of Older Consumers -- Overview of Older Consumer Behavior -- Effectual Marketing Strategies and Tactics -- Marketing Food and Beverage Products -- Marketing Apparel and Footwear -- Marketing Housing -- Marketing Pharmaceutical and Personal Care Products -- Marketing Healthcare -- Marketing Long-Term Care -- Marketing Financial Services -- Marketing Insurance -- Marketing Travel & Leisure Services -- Seeking Profits by Enhancing Older Consumer Well-being -- Looking Ahead -- Index.
Sommario/riassunto	This book coaches marketing practitioners and students how to best satisfy the needs of the older consumer population. It first highlights the heterogeneity of the older consumer market, then examines the specific needs of the older consumer. Lastly, the book highlights the most effective ways of reaching and serving older consumer segments for different products and services such as financial services, food and

beverages, healthcare and pharmaceuticals, and travel among others. It presents segment-to-industry specific strategies that help marketers develop more refined and targeted micro-marketing strategies and customer relationship management (CRM) systems for building and retaining a large base of older customers. These strategies also help demonstrate how companies can make decisions that increase profitability not only by satisfying consumer needs and wants, but also by creating positive change and improvement in consumer well-being. .
