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Nota di contenuto	CONTENTS; FOREWORD; INTRODUCTION; A WORD FROM THE AUTHOR; PART ONE: THE PARADE OF GENERATIONS: WHY AREN'T MARKETERS PAYING ATTENTION?; PART TWO: THE OLDER GENERATIONS; PART THREE: THE BABY BOOMERS: THE RADICAL-CHANGE GENERATION AND ITS IMPACT ON TODAY AND TOMORROW; PART FOUR: GENERATION X: THE OUTSIZE EXPECTATIONS OF A SMALL GENERATION; PART FIVE: GENERATION Y: THE GIANT ON THE HORIZON; PART SIX: THE GENERATION IMPACT OF SOCIAL ISSUES; APPENDIX A; APPENDIX B; APPENDIX C; APPENDIX D; INDEX; ABOUT THE AUTHOR;
Sommario/riassunto	A myth-breaking book that will redefine who marketers see as their most valuable customers.