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Altri autori (Persone)	MoschisGeorge P. <1944->
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminaries; Contents; 1. Overview; 2. Food and Beverages, Food Stores, and Restaurants; 3. Apparel and Footwear; 4. Pharmaceutical Products; 5. Housing; 6. Technology Products and Telecommunication Services; 7. Health Care; 8. Travel and Leisure; 9. Financial Services; 10. Insurance; 11. Summary and Implications for Marketing Strategy; Selected Bibliography; Index
Sommario/riassunto	This work examines the ways in which the buying habits of baby boomers differ from the habits of their parents, detailing the ways in marketers can use the various insights in the book to market a broad range of goods and services.