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and What I'm Doing; So What Does This All Mean?; Chapter 5: Key Takeaways; CHAPTER 6: Design a Sense of Fun and Adventure; Market Disrupters Win Big; Comedy Natives; Generation Innovation; The Parent Trap; Chapter 6: Key Takeaways; CHAPTER 7: Don't Give Them a Reason to Cheat on You; The Price Needs to Be Right; What Ever Happened to Brand Loyalty?; Up the Fun Factor; Rewards Work; Coupons Are King Excellent Customer Service Matters, TooTake Their Feedback to Heart; Brands That Care; Chapter 7: Key Takeaways; CHAPTER 8: Epilogue; Keep Up with Technology Trends; Engage Millennials in Everything You Do; Strive for Content Excellence; Good Content Is Key; No Brand Can Afford to Ignore Millennials; Notes; Index; About the Authors

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Sommario/riassunto

Millennials are the crucial consumers of today and tomorrow-and marketing to them requires a brand new approach.

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