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Titolo	Tuning into mom : understanding America's most powerful consumer / / Michal Clements and Teri Lucie Thompson
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Altri autori (Persone)	ThompsonTeri Lucie <1956->
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Tuning into mom : her priorities and hot buttons -- Food : stealth veggies and panini making -- Exercise and sports : moving together -- Education : from leapfrog to college -- Safety and health : safety gates, stranger danger, and designated drivers -- Technology : texting, talking, teaching -- Fashion and beauty : sweater-vests be gone! -- Conclusion: Brand sweet spots and actions.
Sommario/riassunto	American mothers are household CFOs, in charge of an estimated \$2.45 trillion in direct spending. They are also an important influence on other family members' buying habits. Many organizations have identified moms as an important customer group, but the broad, age- based definitions these companies work with mask an array of different consumer behaviors. Written by two leading marketers, this book provides a new approach to understanding the American Mom market, examining the mom's influence on (or control of) the purchasing habits of children of all ages, from infants and toddlers to young adults, and bring focus to the frequently overlooked purchase influence of moms on teenagers. The authors combine large-scale quantitative research of more than 4,700 mothers with qualitative case studies from individual

participants. Highly recommended for practitioners in retailing and product development, this book will also be a valuable supplemental text for college courses in consumer behavior and marketing strategy.
-- Book Description.
