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Nota di contenuto	Cover; Marketing to Millennials; Title; Copyright; Dedication; Contents; List of Figures; Foreword; Acknowledgments; CHAPTER 1: Who Are They?; The Participation Economy; The Old Framework vs. the Participation Framework; Friends Have Influence; Birth of the "Digital Native"; Optimistic Despite the Roller-Coaster Economy; The Millennial Mindset; Chapter 1: Key Takeaways; CHAPTER 2: The New Rules of Marketing to Millennials; The "What" Generation?; An Enigma Generation?; Begin a Relationship Now, If You Haven't Already; Younger and Older Millennials: A Difference? Six Distinct Millennial SegmentsMillennial Guys and Gals; Chapter 2: Key Takeaways; CHAPTER 3: Engage These Early Adopters of New Technologies; The Household CTO; "I Know More Than My CEO"; The Mobile Moment of Truth; Chapter 3: Key Takeaways; CHAPTER 4: Build a Listening and Participation Strategy; The Participation Economy; The "Right" Strategy; Engagement (New) vs. Interruption (Old); Interaction (New) vs. Reaction (Old); Engaged Participants (New) vs. Heavy Users (Old); Personal Gestures (New) vs. Big Promises (Old); Active Cocreators (New) vs. Passive Consumers (Old) Chapter 4: Key TakeawaysCHAPTER 5: Make Them Look Good Among

Their Peers; Hyperconnected and Always On the Go; Information Hungry; Gotta Look Good!; People Care About What I Say, Where I Am, 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

Sommario/riassunto

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