

1. Record Nr.	UNINA9910972663403321
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Titolo	The age curve : how to profit from the coming demographic storm / / Kenneth W. Gronbach
Pubbl/distr/stampa	New York, : American Management Association, c2008
ISBN	9786611757861 9781281757869 1281757861 9780814410172 0814410170
Edizione	[1st edition]
Descrizione fisica	1 online resource (289 p.)
Disciplina	658.8/343
Soggetti	Target marketing - United States Consumer behavior - United States Marketing research - United States Demography - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
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.