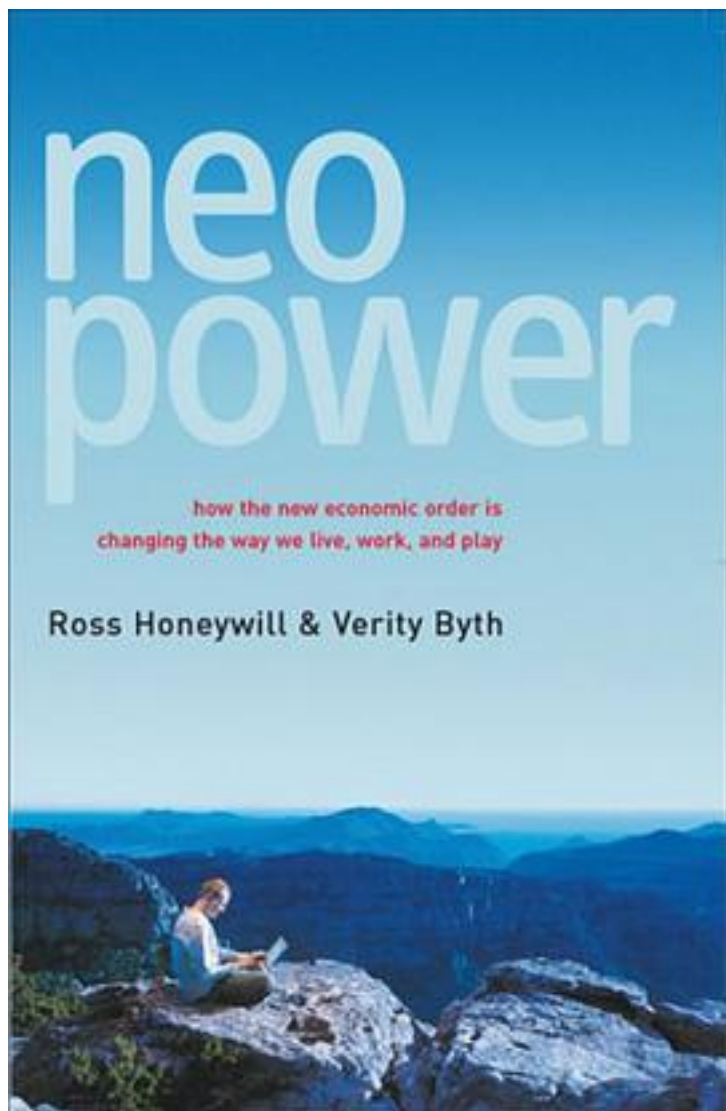


Neo Power



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Revealing startling evidence of how four million Australians are transforming the social and political landscape, this landmark book compiles vast consumer research and examinations of more than 2,000 social and behavioral characteristics to reveal a new approach to marketing based on discretionary consumption. Known as the New Economic Order, the NEOs are powering the economy. NEOs have greater spending propensity and capacity, prefer premium lifestyle experiences, plan and buy on the internet, look for tools to help manage their lives, and are fundamentally different from the rest of society.

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