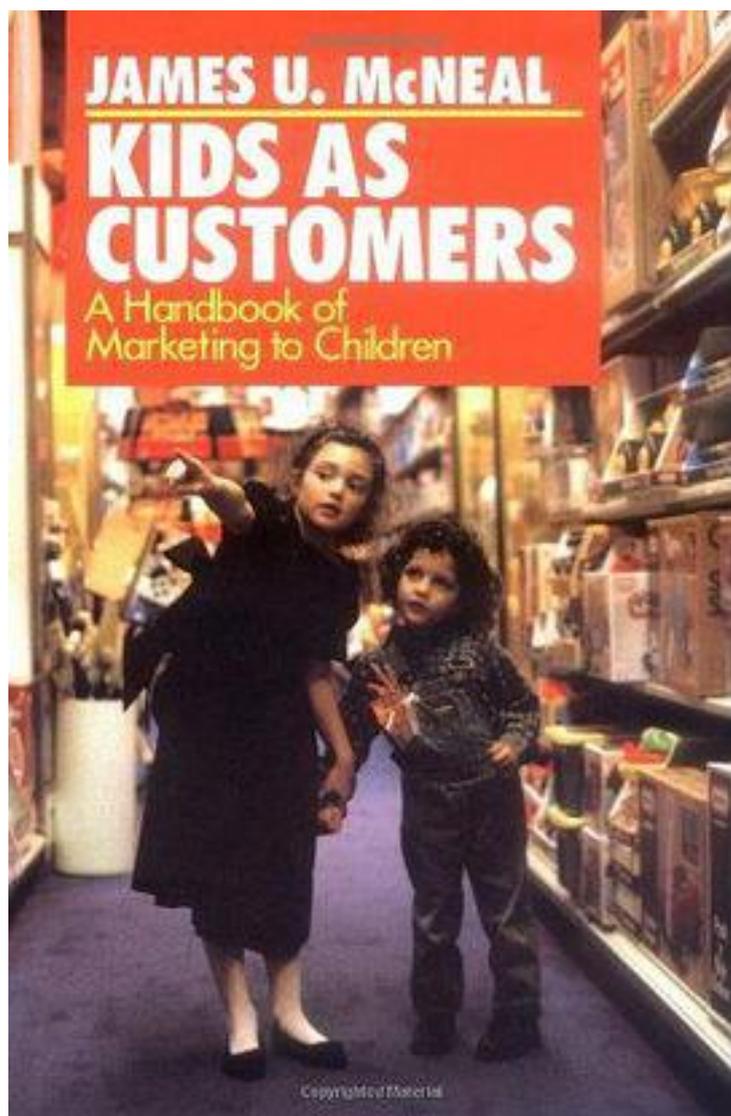


Kids as Customers



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著者:McNeal, James U.

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Marketing to children is a multi-billion dollar industry. McNeal provides guidelines for tapping into this vast market, and with interviews, observations and analyses, shows the secrets of marketing and selling to children. He discusses children's buying habits and economic motivations, and how children can be successfully influenced by marketing strategies. He also looks at the future of the children's marketplace, examining the concerns of consumer advocates, regulators, and parents, and what they mean for marketers.

作者介绍:

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