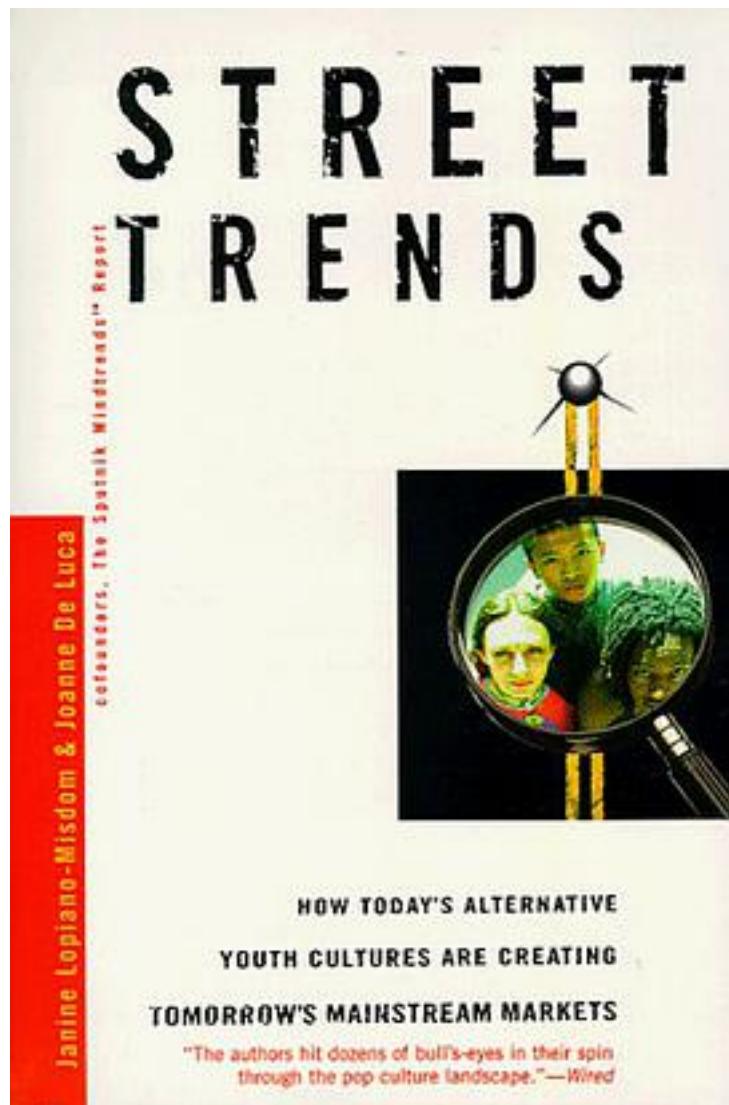


Street Trends



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Amazon.com Few age groups are more prized by the corporate world--and more difficult to reach--than the teens and twentysomethings who make up the free-spending, free-minded youth market. Street Trends: How Today's Alternative Youth Cultures Are Creating Tomorrow's Mainstream Markets offers an informed view of the members of this transitory cohort, and in so doing helps businesspeople better understand this independent audience. Authors Janine Lopiano-Misdom and Joanne De Luca, cofounders of a group that monitors these cutting-edge "tribes," provide an illuminating and perceptive look behind the thinking that often shapes widespread trends. --This text refers to an out of print or unavailable edition of this title. John Rollins, group publisher, Vibe and Spin magazines "Even more admirable than their prescient ability to decipher the notions of today's (and tomorrow's) young adults is their rare ability to translate these subtle cues into valuable marketing truths. Capturing these insights into a cohesive business strategy is critical to success for every company in the next decade, the next century." See all Editorial Reviews

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