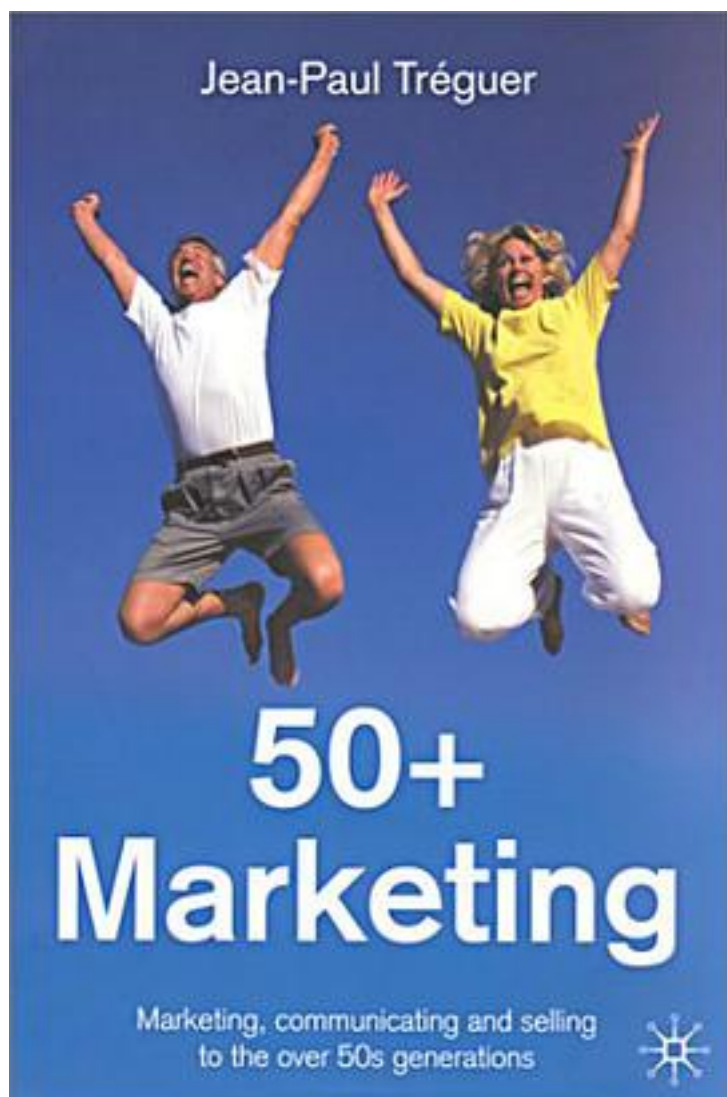


# 50+ Marketing



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As a result of demographic and other factors in many countries, the over fifty age group have emerged as having significant disposable income and market power with very specific needs, values and behaviours, yet much advertising, promotion and marketing is still targeted primarily at younger age groups. In a unique and compelling book the author, who is a pioneer in generational marketing, shows that this is an essential market for companies all over the world and tells them with a lot of international facts, statistics and examples how they can efficiently re-focus their marketing strategies for maximum benefit.

作者介绍:

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