



Defining Markets, Defining Moments: America's 7 Generational Cohorts, Their Shared Experiences, and Why Businesses Should Care

Geoffrey E. Meredith, Charles D. Schewe, Janice Karlovich

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If you could buy a book that would predict the buying behavior of millions of people, you'd buy it, right? "Defining Markets, Defining Moments" explains the author's concept of cohort marketing, "an extremely focused approach of generational marketing that enables managers, salespeople, and marketing specialists to understand and predict a generation's particular attitudes, desires, preferences and buying behaviors - even when they enter new lifestages. The book outlines the seven generational groups that are currently affecting the marketplace - and the new ones that are emerging. And it presents new marketing models and practical advice, based on the author's experience with Fortune 500 companies, for tapping the minds, and pocketbooks, of various age groups. The text discusses key physical, socioeconomic, and emotional factors that influence a particular generation's behavior or profile."

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