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THE 50-PLUS MARKET: WHY THE FUTURE IS AGE NEUTRAL WHEN IT COMES TO MARKETING BRANDING STRATEGIES



Kogan Page. Paperback. Condition: New. 314 pages. Dimensions: $8.9 \text{in.} \times 5.8 \text{in.} \times 1.4 \text{in.} Baby boomers are the wealthiest, fastest-growing consumer group in the world, yet the market remains largely untapped by marketers. In fact, only five percent of worldwide ad budgets are geared toward older costumers while 80 percent goes to reaching 18- to 34-year-olds. Acknowledging that the 50-plus consumer market is foreign territory to many marketers, author Dick Stroud provides a how-to guide for key elements of a marketing strategy...$

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