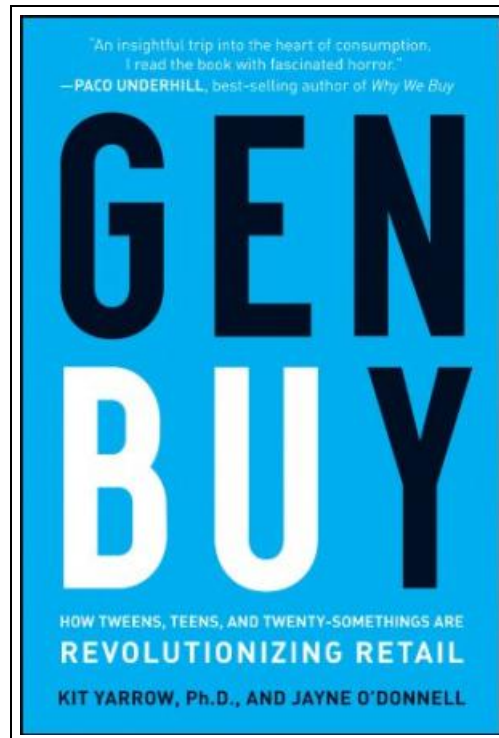


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John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Discover the forces driving the decisions of today s most sought after consumers According to recent statistics, members of Generation Y shop 25 percent to 40 percent more than the average consumer. In Gen BuY, Yarrow and O Donnell argue that these voracious and fearless consumers have revolutionized the way Americans shop by turning traditional sales and marketing strategies upside down. Based on solid research, the book offers an in-depth look at what motivates these young people to buy certain products and reject others. The authors reveal what makes these consumers tic-how they define power, why they loath manipulation, and why they rely on technology-and show marketers how they can tap into the buying power of this burgeoning group of consumers. Shows what it takes to successfully woe and win young consumers with purchasing powerFilled with surprising insights into the psyche of Gen Y buyersWritten by an expert in consumer research and a well-connected media consumer author Gen Buy is a must-have resource for marketers, advertisers, retailers, and manufacturers who want to understand the new generation of consumers.



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