



Future Marketing: Targeting Seniors, Boomers, and Generations X and Y

Joe Marconi

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Future Marketing reveals the most important marketing trend for the new millennium: targeting specific generational segments through media most acceptable to each of those segments. Customization is the name of the game. This book explores this convergence of consumer information with powerful new marketing tools and reveals what marketers need to know to reach seniors, boomers, and generations X and Y effectively.

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