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## Boomer Marketing: Selling to a Recession Resistant Market

*Ian Chaston*

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**Ian Chaston : Boomer Marketing: Selling to a Recession Resistant Market** before purchasing it in order to gage whether or not it would be worth my time, and all praised Boomer Marketing: Selling to a Recession Resistant Market:

Baby boomers (consumers in the 50+ age bracket) are the wealthiest, fastest growing consumer group in the world. Despite this, the vast majority of marketing spend is focused on much younger people. Recessions always dampen consumer spending, but in the 21st century's first recession, the decline in spending among the younger age group has been amplified by excessive borrowing and collapsing house prices. More so than ever before, the current global recession highlights the need for firms to revise their marketing strategies and practices in order to remain competitive. In this book, Ian Chaston uses original case material to propose strategic solutions that take advantage of the moneyed segments of the maturing boomer market. Key topics covered include: Marketing

errors made by UK banks in the current global crisis Market research Customer targeting Marketing strategies and pricing innovation Promotion and distribution nbsp;A world first, Boomer Marketing is useful for students of marketing and consumer behaviour and is essential reading for practitioners who understand the need for money-oriented marketing.nbsp;Additional lecturer material available at [www.routledge.com/9780415489638](http://www.routledge.com/9780415489638)

About the Author Ian Chaston is Managing Director of Plymouth University's spin off company and a Research Professor at Centrum Catolica, Peru. He has a wealth of international experience in marketing and has authored 12 books and over 100 journal articles.