

# Boomer Marketing: Selling To A Recession Resistant Market - Ian Chaston

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Boomer Marketing is the first book to address the current global recession and its effects on firms' marketing strategies. Chaston argues that firms need to revise their strategies to focus on baby boomers (consumers in the 50+ age bracket), who are the wealthiest, fastest growing consumer group in the world. Author: Chaston, Ian Publisher: Routledge Illustration: Y Language: ENG Title: Boomer Marketing: Selling to a Recession Resistant Market Pages: 00268 (Encrypted PDF) On Sale: 2009-08-03 SKU-13/ISBN: 9780415489621 Lib Category: Baby boom generation - United States Lib Category: Target marketing - United States Category: Business & Economics : Marketing - General

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