



Secrets of Reaching Gen Y Consumers (Paperback)

By Aiden Livingston

Self-Counsel Press, Canada, 2010. Paperback. Condition: New. Language: English . Brand New Book. Traditional marketing is dead, and Gen Y killed it. Advertisers are finding it harder to reach consumers using traditional media like television, radio, newspapers, and magazines. Radio revenue is down, TV ads are less effective, and young people rarely read print newspapers. The problem is that the new generation of consumers has become immune to many of the tactics marketers have come to rely on. In the coming years, Gen Y will replace the Baby Boomers as the group with the largest purchasing force. Any company that doesn't learn to sell to this new generation on their terms will become outdated and risk losing ground to new companies that adjust quickly. The Secrets of Advertising to Gen Y Consumers explains new and innovative ways to market products and services to the younger Gen Y. It shows business owners how to leverage the Internet and social media to become the type of company to which Gen Y will be loyal. Learn how to: Infiltrate the thoughts of Gen Y Sell the steak, not the sizzle Go green to make more green Surf the Web without wiping out...



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Reviews

Complete information for publication fans. Better than never, though i am quite late in start reading this one. Its been written in an extremely straightforward way in fact it is just soon after i finished reading this ebook in which basically altered me, change the way i believe.

-- **Ellie Stark**

The very best book i at any time read. It generally does not price an excessive amount of. I discovered this publication from my dad and i recommended this book to understand.

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