



Lifestyle Marketing: Reaching the New American Consumer

By Ronald D. Michman, Edward M. Mazze, Alan J. Greco

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In today's competitive economic environment, knowing your customer has never been more important. Research shows that most companies do not segment their market by lifestyle. Instead, they rely solely on demographic factors to define their customers. This book helps marketers understand how to reach customers from children to tweens and singles to seniors. It demonstrates how such trends as cross-shopping and the blurring of gender roles can be accounted for by one's overall marketing strategy.

Yet another consumer group evaluated here is the emerging affluent market. This book is a prerequisite to relationship marketing. It tells the reader how to reach carefully defined and described market segments. Because buyers' behaviors are so important to lifestyle market segmentation strategies, this book demonstrates how such trends as cross-shopping and the blurring of gender roles can be accounted for by one's overall marketing strategy.

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Review

"For sales and marketing professionals as well as anyone interested in contemporary marketing, this book provides an easy-to-read introduction to the influence of lifestyles on modern sales and marketing strategies. The excellent bibliography will lead readers to other relevant publications. This work should be a part of every serious business collection. Highly recommended. Upper-division undergraduate through professional collections."-Choice

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[A] useful handbook to marketers, illuminating the ways to reach varying identity markets.-Sage Race Relations Abstracts

About the Author

RONALD D. MICHMAN is Professor Emeritus of Marketing, Shippensburg University, Shippensburg, Pennsylvania. He is the author or co-author of nine books, including *Specialty Retailers: Marketing Triumphs and Blunders* (Quorum Books, 2001), *The Food Industry Wars: Marketing Triumphs and Blunders* (Quorum Books, 1998), and *Lifestyle Market Segmentation* (Quorum Books, 1991).

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(Quorum Books, 1995).

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