



ROCKING THE AGES

{ THE YANKELOVICH REPORT ON
GENERATIONAL MARKETING }

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& ANN CLURMAN

YANKELOVICH PARTNERS, INC.

Rocking The Ages The Yankelovich Report On Generational Marketing

Fred Goodwin



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Rocking the Ages J. Walker Smith, Ann Clurman, 1997 For nearly thirty years researchers at Yankelovich Partners the world famous research firm have been compiling comprehensive information about consumers their preferences habits and lifestyles mostly for the exclusive proprietary use of Yankelovich's corporate clients

Rocking the Ages J. Walker Smith, 2010-12-28 For almost forty years Yankelovich Partners has helped America's biggest companies understand and reach their customers Their breakthrough MONITOR studies annual surveys that analyze the values beliefs attitudes and expectations that shape consumer decisions not only pinpoint current trends but predict where the market will be in the future *Rocking the Ages The Yankelovich Report on Generational Marketing* HarperBusiness May 21 1997 by J Walker Smith and Ann Clurman turns the spotlight on America's generation gap and transforms what was born as a political and social rallying cry into a sound foundation for profitable marketing Defining the essence of three generations the Matures born between 1909 1945 the Baby Boomers 1946 1964 and the Generation Xers 1965 1978 it explores in telling detail the experiences life skills values personal and professional aspirations likes and dislikes and hopes and fears that distinguish each generation Drawing on this unprecedented data it elucidates how and why each generation reacts to a vast range of marketplace issues including technology and cyberspace healthcare and fitness media and entertainment retailing and financial services From highlighting generational differences regarding such basic concepts as work itself Matures regard it as an inevitable obligation Boomers as an opportunity for self fulfillment and Xers as simply a paycheck and gratification delayed by Matures demanded instantaneously by Boomers virtual in the case of most Xers to describing the widely differing versions of the American Dream each generation harbors *Rocking the Ages* offers invaluable insights into how to market a product or service to reach one two or all three generations

The Complete Idiot's Guide to Marketing, 2nd edition Sarah White, 2003-11-04 From online marketing to old fashioned word of mouth readers will find a comprehensive update on key marketing basics as well as such topics as Guerilla marketing Marketing to Boomers and Latinos Online marketing Targeted but affordable direct mail Sample marketing plans for several types of small businesses as well as a couple of larger projects Practical do it yourself distribution strategies Analysis of business segments and trends and much more

Aging Harry R. Moody, Jennifer R. Sasser, 2014-03-10 Presenting current research in an innovative format Harry Moody and Jennifer Sasser's *Aging Concepts and Controversies* encourages students to become involved and take an informed stand on the major aging issues that we face as a society Using their extensive expertise the authors provide a thorough explanation of the issues in the Concepts sections and current research in the Controversy sections demonstrating the close links between concepts and controversies in these broad areas of aging health care socioeconomic trends and the life course

Conscious Spending. Conscious Life. Laurana Rayne, 2013-02-02 *Conscious Spending* *Conscious Life* is a manual for anyone who wants to move from unconscious consumption to conscious spending Why would you In a consumer world it's incredibly easy to make poor

choices that haunt us for years Usually we are deep in difficulty by the time anyone stops us The best approach is conscious spending Presenting a timeless philosophy in the context of modern life Conscious Spending Conscious Life will enrich the way you look at money and at life Packed with practical information and thought provoking ideas it helps you think for yourself and make satisfying decisions Based on Laurana Rayne s long time experience as a college instructor Conscious Spending Conscious Life is sprinkled with personal anecdotes relevant stories clearly written examples and useful diagrams This is not a textbook Int is intended to inspire everyone to broaden their perspectives ask questions think independently and cultivate common sense Parents and grandparents will recognize it as a worthwhile resource for family members starting out on their own Those with more life experience will find valuable perspectives to augment their current thinking about money and their lives It s the kind of book that can be reread many times in whole or in part because what the reader derives will vary depending on his or her stage in life

Sport Stars David L. Andrews, Steven J. Jackson, 2002-09-11 Sport Stars investigates the nature of contemporary sporting celebrity examining stars often turbulent relationship with the press and exploring themes of identity race and spectacle

The Complete Idiot's Guide to Marketing Sarah White, 2003 In today s business environment many professionals are getting back to the basics of key topics such as marketing In this new edition of the popular The Complete Idiot s Guide to Marketing author Sarah White gives a comprehensive update on marketing today She takes a firm foundation of the basics and adds to it accessible marketing techniques including guerrilla marketing marketing to the Baby Boomer generation online marketing targeted affordable direct mail and more With all the formal material readers need for positioning products or services including marketing plans distribution strategies and more this completely updated edition is the book readers need for today New coverage includes sample marketing plans for several types of small business and a couple of larger projects practical do it yourself strategies and tactics how to analyze business segments trends etc

Indispensable Employees Martha R. A. Fields, 2001-01-24 Indispensable Employees How to Hire Them How to Keep Them was written to help all those organizations who know they need to adapt to the new economy but don t quite know how It was written to help organizations start thinking again about how they can hold on to their best workers despite what their competitors are offering It was written to help organizations surmount the challenges of this new full employment economy and hire and retain the most competent motivated and diverse workforce possible Indispensable Employees How to Hire Them How to Keep Them will show organizations how to Maximize their recruitment and retention dollars Decrease costly turnover while still managing necessary layoffs with dignity and respect Maximize recruitment dollars by turning employees and managers into goodwill ambassadors and headhunters Utilize multicultural and segment marketing approaches to recruit and retain a diverse workforce Prevent competitors from luring key talent away

Persuasion Equation Mark Rodgers, Alan Weiss, 2015-05-06 This book reveals what drives decisions and introduces you to the key formula for developing the invaluable attribute of persuasion a powerful combination of factors proven to speed

agreement In a nutshell business boils down to whether or not you can persuade others around you Whether it is a customer contractor board of directors or your loyal staff your ability to persuade others toward your point of view is essential to finding success Merging research and real world application discover the surprising reasons people say yes and learn how to Radiate an aura of expertise Win trust and leverage credibility Build a business case that appeals to both heart and mind Adapt for personality gender and generational differences Perfect the five step persuasion process Generate group buy in Whether you re trying to secure a promotion make a sale or rally support for a new idea Persuasion Equation holds the key to unlocking within you the power of persuasion **Work** Fred Goodwin,2002-09 Sport-- Commerce-- Culture David L. Andrews,2006 This collection of eight critical sociological essays by David L Andrews on sport and culture is heavily influenced by the work of C Wright Mills which insisted on the need to anchor any examination of social existence within the historical moment and conditions that frame it **Generation Me** Jean M. Twenge,2006 Noted researcher Dr Twenge uses 14 years of research and its data from 1 3 million respondents to reveal how profoundly different today s young adults are from previous generations and makes controversial predictions about what the future holds **Live Well on Less Than You Think** Fred Brock,2007-04-01 A smart down to earth primer on financial survival and prosperity in today s uncertain economy from the author of the bestselling Retire on Less Than You Think With Retire on Less Than You Think New York Times business columnist and editor Fred Brock challenged the conventional wisdom on the real costs of retirement Now he turns his attention to the hype that is driving money decisions during the working years credit card debt health care costs stagnant wages and shows how it is possible for all of us to build a secure and prosperous household on less than we think Brock offers his distinctive brand of savvy real world advice including how to assess the real money value of your job based on commuting costs benefits and job market opportunities get the most out of location from tax savings and living costs minimize your housing costs while maximizing your assets manage major expenses like college tuition and cars cut expensive habits and pay attention to the little things to boost your savings get to the bottom line on insurance play the credit card game to your advantage Brock shows readers how to analyze their true costs of living so that they can live debt and worry free while enjoying themselves and securing their future A substantial list of national regional and online resources as well as work sheets once again give readers the tools to customize and realize their financial plans Generation Me - Revised and Updated Jean M. Twenge,2006-04-11 The Associated Press calls them The Entitlement Generation and they are storming into schools colleges and businesses all over the country They are today s young people a new generation with sky high expectations and a need for constant praise and fulfillment In this provocative new book headline making psychologist and social commentator Dr Jean Twenge documents the self focus of what she calls Generation Me people born in the 1970s 1980s and 1990s Herself a member of Generation Me Dr Twenge explores why her generation is tolerant confident open minded and ambitious but also cynical depressed lonely and anxious Using findings from the largest intergenerational study

ever conducted with data from 13 million respondents spanning six decades Dr Twenge reveals how profoundly different today's young adults are and makes controversial predictions about what the future holds for them and society as a whole But Dr Twenge doesn't just talk statistics she highlights real life people and stories and vividly brings to life the hopes and dreams disappointments and challenges of Generation Me With a good deal of irony humor and sympathy she demonstrates that today's young people have been raised to aim for the stars at a time when it is more difficult than ever to get into college find a good job and afford a house even with two incomes GenMe's expectations have been raised just as the world is becoming more competitive creating an enormous clash between expectations and reality Dr Twenge also presents the often shocking truths about her generation's dramatically different sexual behavior and mores GenMe has created a profound shift in the American character changing what it means to be an individual in today's society Engaging controversial prescriptive and often funny Generation Me will give Boomers new insight into their offspring and help GenMe'ers in their teens 20s and 30s finally make sense of themselves and their goals and find their road to happiness **Out Front with Stephen Abram** Stephen Abram, 2007-01-15 Stephen Abram has the knack for seeing and expressing the obvious long before most people become aware of the issue With bibliography of Abram's works and recommended reading list this volume gives perspective on the future of the library profession challenges preconceptions and helps librarians stay ahead of the learning curve

American Behavioral History Peter N. Stearns, 2005-10 From his founding of The Journal of Social History to his groundbreaking work on the history of emotions weight and parenting Peter N Stearns has pushed the boundaries of social history to new levels presenting new insights into how people have lived and thought through the ages Having established the history of emotions as a major subfield of social history Stearns and his collaborators are poised to do the same thing with the study of human behavior This is their manifesto American Behavioral History deals with specific uses of historical data and analysis to illuminate American behavior patterns ranging from car buying rituals to sexuality and from funeral practices to contemporary grandparenting The anthology illustrates the advantages and parameters of analyzing the ways in which people behave and adds significantly to our social understanding while developing innovative methods for historical teaching and research At its core the collection demonstrates how the study of the past can be directly used to understand current behaviors in the United States Throughout contributors discuss not only specific behavioral patterns but importantly how to consider and interpret them as vital historical sources Contributors include Gary Cross Paula Fass Linda Rosenzweig Susan Matt Steven M Gelber Peter N Stearns Suzanne Smith Mark M Smith Kevin White **Mind the Gap** Graeme Codrington, 2012-10-01 The way you parent the clothes you buy your relationships with your boss and your daughter your attitude to money and sex are to an extraordinary extent defined by the era into which you were born Parents the church teachers and employers think they understand youngsters because they too were young once But adults no longer live in the world that existed when they were teenagers We may occupy the same space home classroom or office but we live in

different worlds And these worlds often collide We've moved in one century from a built to last to a throwaway society No wonder age differences are so vast In this book you will discover your generation and those of the people who make up your life Once you understand what makes them and you tick the gen gap begins to shrink Fasten your seatbelt for a generational roller coaster ride you may never think the same way again In this book you'll understand why your boss insists on endless meetings and conferences your 20 something student doesn't want a 50 something computer teacher you're in your 40s but still trying to prove yourself to Mom and Dad your teacher should be learning from you

Public Broadcasting and the Public Interest Michael P. McCauley, B. Lee Artz, DeeDee Halleck, Paul E Peterson, 2016-09-16 As federal funding for public broadcasting wanes and support from corporations and an elite group of viewers and listeners rises public broadcasting's role as vox populi has come under threat With contributions from key scholars from a wide variety of disciplines this volume examines the crisis facing public broadcasting today by analyzing the institution's development its presentday operations and its prospects for the future Covering everything from globalization and the rise of the Internet to key issues such as race and class to specific subjects such as advertising public access and grassroots radio *Public Broadcasting and the Public Interest* provides a fresh and original look at a vital component of our mass media

When Marriages Fail Craig Everett, Robert E Lee, 2014-01-14 Leading experts reveal systemic and integrative approaches to family therapy *When Marriages Fail* Systemic Family Therapy Interventions and Issues presents several leading experts in the field discussing the full spectrum of clinical interventions and family therapy for troubled and divorcing families This comprehensive resource presents a broad overview of the literature that provides a foundation for the entire field then narrows its focus to clearly review clinical assessment models and the special issues that may be factors in conflicted families Therapists psychologists counselors and social workers learn cutting edge recommendations for policies protecting the well being of children involved in divorce plus practical specific systemic treatment interventions that are illustrated with case studies *When Marriages Fail* is separated into three logically organized sections Part one provides a helpful overview of the field's evolving literature as it stands now and gives tools to therapists and their clients to explore their internal and dyadic processes in considering whether or not to divorce The second part presents two systemic models that explore the dynamics of conflicted couples moving toward divorce and considers specific family circumstances that affect the entire divorce process such as family violence disclosure of gender orientation and the unhappiness of the family's children Part three discusses in detail specific and practical treatment interventions considering factors involved when diverse families separate divorce and remarry The text also provides a fitting tribute to William C Nichols a pioneer of marital and family therapy Topics in *When Marriages Fail* include the therapist's choices in helping couples process their own choices an ecosystemic look at the rights of children in divorce interventions for mourning adulterous triangles incongruent goals cultural differences or family of origin disclosing gay or lesbian orientation in marriage domestic violence issues children's trauma in the parental break up family therapy interventions through three

systemic stages of divorce remarriage of the first spouse in post divorce families trauma of the betrayed spouse parent loss and serial relationships gay divorces and more With Forewords by Douglas Sprenkle and Augustus Y Napier as well as several international contributors who shed light on how this compelling subject is addressed outside of the United States When Marriages Fail is an invaluable source of the latest knowledge and interventions for family therapists counselors social workers and psychologists **The Nextgen Librarian's Survival Guide** Rachel Singer Gordon,2006 This book provides timely advice along with tips comments and insights from dozens of librarians on issues ranging from image and stereotypes

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