

Serving the Ageless Market

*Strategies
for Selling to
the Fifty-Plus
Market*

*David B.
Wolfe*

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Serving The Ageless Market Strategies For Selling To The Fifty Plus Market:

Serving the Ageless Market David B. Wolfe,1990-01-01 **The Maturing Marketplace** Euehun Lee,Anil

Mathur,George Moschis,Jennifer Strautman,2000-04-30 The buying habits of baby boomers really do differ from those of their parents The authors show how marketers can use each group s consumption patterns to reach both markets most effectively Another insight buying habits of these groups differ according to the product or service offered By analyzing each cohort s buying habits in various purchasing situations the book dramatizes the need for customized marketing strategies Based on two national surveys conducted by the Center for Mature Studies Georgia State University the book will be essential for marketing professionals and their academic colleagues Moschis and his coauthors concentrate on food products apparel footwear drugs and cosmetics housing technology products and telecommunications services health care travel and leisure and financial and insurance services They cover preferences for selected products and services patronage habits methods of purchasing motives for preferences for specific brands and services and for payment methods and reasons for buying direct Each chapter addresses a specific product or service category and includes analyses of survey respondents by demographic and lifestyle characteristics and media use habits The book concludes with a discussion of the implications of their research and the ways in which it will lead marketers to design more effective strategies not only today but in the future

Livable Communities for Aging Populations M. Scott Ball,2012-03-15 An innovative look at design solutions for building lifelong neighborhoods Livable Communities for Aging Populations provides architects and designers with critical guidance on urban planning and building design that allows people to age in their own homes and communities The focus is on lifelong neighborhoods where healthcare and accessibility needs of residents can be met throughout their entire life cycle Written by M Scott Ball a Duany Plater Zyberk architect with extensive expertise in designing for an aging society this important work explores the full range of factors involved in designing for an aging population from social economic and public health policies to land use business models and built form Ball examines in detail a number of case studies of communities that have implemented lifelong solutions discussing how to apply these best practices to communities large and small new and existing urban and rural Other topics include How healthcare and disability can be integrated into an urban environment as a lifelong function The need for partnership between healthcare providers community support services and real estate developers How to handle project financing and take advantage of lessons learned in the senior housing industry The role of transportation access connectivity and building diversity in the success of lifelong neighborhoods Architects urban planners urban designers and developers will find Livable Communities for Aging Populations both instructive and inspiring The book also includes a wealth of pertinent information for public health officials working on policy issues for aging populations

Senior Living Communities Benjamin W. Pearce,2007-12-10 The demand for residential communities for seniors rises as the U S population continues to age This growth means that new administrators and staff members often

are learning by trial and error the complicated task of delivering high quality and consistent services to elderly persons While many new facilities have been successful others have been plagued by a variety of administrative and financial difficulties Senior Living Communities remains the definitive guide to managing these facilities In this thoroughly updated and revised edition Benjamin W Pearce offers a wealth of sound advice and practical solutions He discusses resident relations operating methods staffing ratios department management cost containment sales and marketing strategies techniques of financial analysis budgeting and human resources New chapters address issues particular to dementia care and architecture and the appendix contains a department by department audit of senior living operations From the front lines to the boardroom this book should be a part of every decision making process for improving and maintaining assisted living congregate and continuing care retirement communities

The Advertising Age Encyclopedia of Advertising John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert

Design for Assisted Living Victor Regnier, 2003-02-28 Destined to become the defining work on the subject this timely reference addresses the single fastest growing segment of the senior living industry assisted living for those who are unable to live independently but who do not need intensive nursing home care meals housekeeping or twenty four hour access to medical assistance Victor Regnier's visually rich guide includes dozens of design solutions from successful assisted living facilities along with fifteen case studies from the U S and Europe The book also covers recent developments in the industry including major changes in financing growth of dementia and interest in aging in place All in all this is the most comprehensive guide to assisted living design that you'll find in any single volume

The Art of the Possible G. Richard Ambrosius, 1991

Human Development in Adulthood Lewis R. Aiken, 2005-12-21 Human Development in Adulthood is a comprehensive multidisciplinary overview of adult development in a number of areas both personal and societal from mental and physical health to economic and social conditions Variables including race gender economic status and political and religious affiliation are considered in the discussion of such human issues as love and marital relations economic concerns including employment and living conditions violence in its various forms including crime and war aging and death The numerous illustrations chapter summaries and glossary will prove especially useful to students

Aging Independently Klaus Warner Schaie, 2003 This volume is based on the conference Aging in the Community Living Arrangements and Mobility organised by the German Centre for Research on Aging at the University of Heidelberg in cooperation with Pennsylvania State University It explores the similarities and differences of living

arrangements and outdoor mobility in both cultures and the impact on older persons roles in community life and sustainable community development Considers the future of aging theoretically from an environmental gerontology perspective and practically in terms of available technology the central tenet of this volume is that future indoor and outdoor environments will become much more intertwined than is the case today Merging the concerns of living arrangements and mobility this volume leads us to a new understanding of distance and nearness even in the presence for example of severe chronic illness

Hospitality Design for the Graying Generation Alfred H. Baucom, 1996-08-03 A comprehensive and practical approach to designing for the growing senior market As people live longer stay healthier and enjoy more disposable income their use of hospitality services is increasing dramatically Hospitality Design for the Graying Generation helps you cater to this expanding market by providing critical information on designing facilities which are sensitive to the needs of the over 65 population With the important principles explained in this book designing for the senior consumer can be creative cost effective and benefit all consumers without sacrificing style This indispensable guide includes A Universal Design approach that can be applied to both commercial and residential projects going beyond compliance with ADA guidelines A wide range of hospitality design including restaurants hotel guest rooms lobbies and lounges Design principles beautifully illustrated with concise detailed drawings Extensive coverage of the specific physical needs and psychology of seniors including physical strength hearing sight color preferences and other areas A quick reference checklist of senior friendly design features When the interior design needs of the over 65 market are met all potential users gain regardless of age or ability This accessible book is an invaluable resource for designers operators and other professionals throughout the hospitality industry With millions of baby boomers rapidly approaching retirement age the over 65 age group is the fastest growing segment of the population As they become healthier live longer and have more disposable income their use of hospitality services such as hotels and restaurants will increase dramatically Whether you are a designer or a hospitality professional Hospitality Design for the Graying Generation helps you plan for this growing market by providing you with critical information for designing facilities that accommodate the needs of all generations Clearly written and generously illustrated Hospitality Design for the Graying Generation shows you how to address the specific physical and psychological needs of seniors with detailed chapters on mobility hearing vision color preferences and other important areas Going beyond ADA guidelines Alfred Baucom's Universal Design approach enables you to integrate senior friendly design principles into a wide range of specific environments from lobbies common areas and public restrooms to restaurants lounges and hotel guest rooms In meeting the needs of the over 65 market Hospitality Design for the Graying Generation ensures that all potential users regardless of age or ability will be well accommodated

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