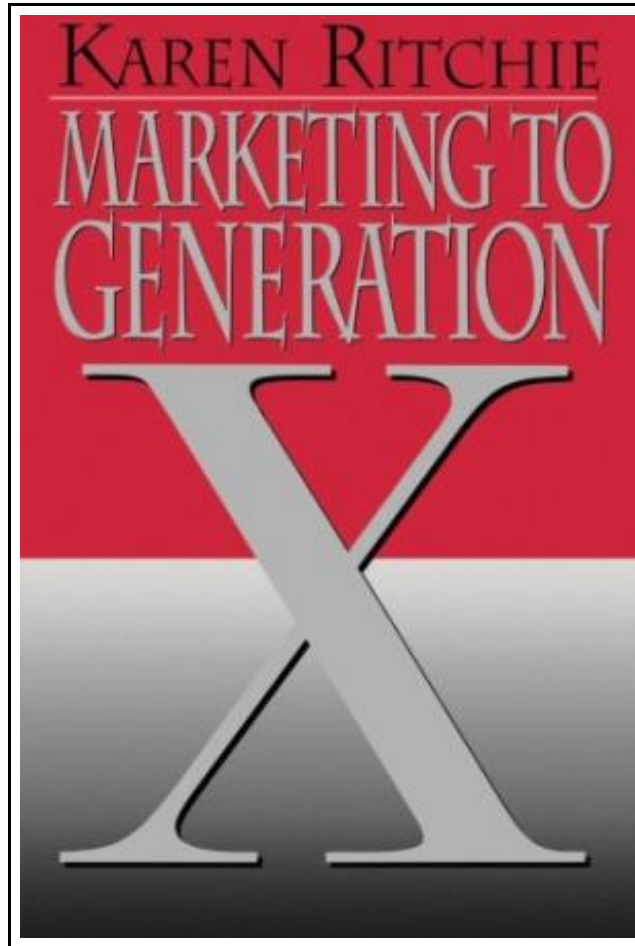


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MARKETING TO GENERATION X (PAPERBACK)



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SIMON SCHUSTER, United States, 2002. Paperback. Book Condition: New. Restored/Uncut/ ed.. 224 x 163 mm. Language: English . Brand New Book ***** Print on Demand *****.For decades, advertisers have pitched their ads toward Baby Boomers, the great demographic bubble of affluent individuals born between 1946 and 1964. As Boomers became advertising and media executives themselves, this trend was reinforced. But this emphasis on Baby Boomers to the exclusion of all others marginalized a group whos purchasing dollar is becoming more powerful every year -- Generation X. Advertisers and marketers can no longer afford to ignore this group, nor to appeal to Xers with warmed-over Boomer campaigns. Sixty-five million adult Xers came of age in a world radically different from the one that Boomers inherited. The decline of the economy and upsurge of divorce have made Xers more sober and cynical, yet more flexible and less ideological, about the definition of family. Although jaded by the materialistic 80 s, they are on the whole much more comfortable with interactivity and other sophisticated technology than Boomers. Although disillusioned by the Boomer swing from activism in the 60 s to status in the 80 s, they are more tolerant of diversity and experiment than their forebears. Karen Ritchie, a pioneer in marketing to Xers, has produced the first serious introduction to Generation X for the advertiser. Ritchie begins by showing the significant statistical and demographic differences between Xers and Boomers in income, education, occupation, and rates of marriage and divorce. Next, she shows how the unprecedented ethnic diversity of Generation X shapes the attitudes and expectations of the group as a whole. Ritchie then takes us on a guided tour of the cultural influences that have brought Xers into adulthood, from MTV and infotainment to E-mail. Finally, Ritchie examines the buying tastes and...



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