



# Lifestyle Marketing: Reaching the New American Consumer

*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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