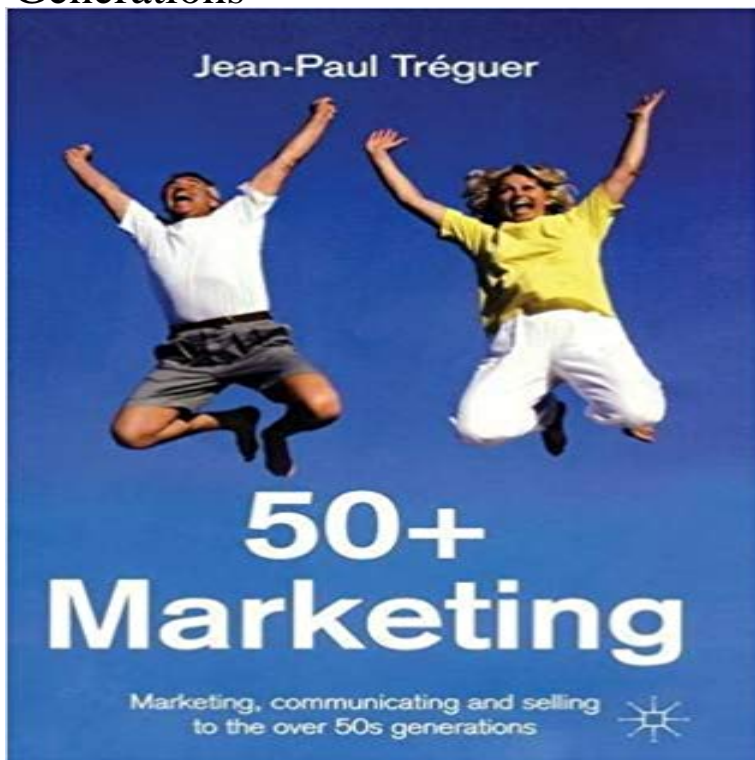


50+ Marketing: Marketing, Communicating and Selling to the Over 50s Generations



As a result of demographic and other factors in many countries, the over fifty age group have emerged as having significant disposable income and market power, yet much advertising, promotion and marketing is still targeted primarily at younger age groups. In a unique and compelling book the author, who is a pioneer in this area, shows that this is an essential market for companies and how they can focus their marketing for maximum benefit.

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