Universitas Indonesia Library >> eBooks

Marketing to millennials: reach the largest and most influential generation of consumers ever

Fromm, Jeff, author

Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20440489&lokasi=lokal

Abstrak

The numbers cannot be ignored: eighty million Millennials wielding \$200 billion in buying power are entering their peak earning and spending years. Based on original market research, this book reveals the eight attitudes shared by most Millennials, and the new rules for engaging them successfully.