

**MARKETING TO MILLENNIALS: REACH THE LARGEST
AND MOST INFLUENTIAL GENERATION OF CONSUMERS
EVER**

Daniel Peace

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Marketing to Millennials: Reach the Largest and Most Influential Generation of Consumers Ever. Front Cover. Jeff Fromm, Christie Garton.

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Although not groundbreaking, I would recommend this book to marketers wanting to understand the rationale behind the way this generation acts. Based on groundbreaking proprietary research and one-on-one interviews with top brand executives and Millennials, Marketing to Millennials identifies specific behaviors and attitudes common to this revolutionary group of consumers.

There are no discussion topics on this book. Popular Features. USD Interruption Old 85 Interaction New vs. Knowing where to spend your marketing dollars was a lot easier in the days when the choices were commercials, magazines, and billboards.

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