

# The Market Strategist

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## [Millennials in the Workplace: More Collaboration, Less Private Space](#)

Workplaces are currently experiencing a dramatic transformation, led by the upcoming Millennial workforce majority.

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[Insight To Action](#) is a high touch client-focused consulting firm. As our name describes, we combine in-depth industry, customer and competitive marketplace insights with creativity and client collaboration to create a credible, definable and measurable blueprint for action.



## [Mini Market Strategy: The Big Benefit of Small Plates](#)

Small plates appeal to several consumer segments.

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## [Young Adults and Sages: Aspirational Customer Segment Names Get Respect](#)

Names are an important starting point to frame how we think about customer segments.

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A Book by Michal Clements and Teri Lucie Thompson

[Tuning Into Mom](#) provides a new approach to understanding the "American Mom" market, examining the effect of age of the eldest child on hot-button areas for moms, including food, exercise and sports, education, safety and health, technology, and fashion and beauty.



## [Does the Family 'Tech Doctor' Prescribe Your Technology Brand?](#)

How Adult Children Influence their Parents' Growing Technology Demand. The family tech doctor is the person in the family who is called upon to get the tech working (and to fix it when it breaks).

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