

The Market Strategist

on ChicagoNow, a *Chicago Tribune* site



[The New \\$19 Billion Education Market: 38 Million Grandparents Giving the Gift of Education](#)

38 million grandparents will financially support their grandchild's education.

[Read More...](#)



[Glad, Sad or Mad? Driving Business Results with Emotional Marketing Strategies](#)

Have you ever wondered why some ideas catch on and others don't?

[Read More...](#)



[B2B Strategy Trend: 'Right Now' Trumps Long-Term Planning](#)

B2B management shows a troubling new trend.

[Read More...](#)



[The Networking Resolution That Will Advance Women's](#)

[Careers](#)

Women are social by nature, and it's one of our strengths we can bring to the workplace. But a recent comment from a friend gave me a wake-up call.

[Read more...](#)



[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.

TUNING INTO MOM

UNDERSTANDING AMERICA'S MOST POWERFUL CONSUMER



MICHAL CLEMENTS | TERI LUCIE THOMPSON

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.

[Subscribe by Email](#)

Sign up to receive Michal's latest article by email each week.