

The Market Strategist

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While savings of 30% on textbooks is the promoted benefit, there are other aspects that appeal especially to Millennials.

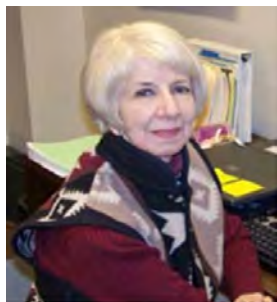
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Boomers Have More Time and Money and are Easier to Engage -- Five-time author and

Purdue professor Carolyn Boiarksy had a brainstorm last year: Baby Boomers love to get together, and they have money and time to do so.

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TUNING INTO MOM

UNDERSTANDING MILLENNIALS AND POWERFUL CHANGEMAKERS



MICHAL CLEMENTS AND 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.

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