

Share this:    

DIGEST

The Market Strategist

on ChicagoNow, a *Chicago Tribune* site



FOREVER 21®



[Comfort Seekers? Fashion Expert Identifies Surprising Millennial Consumer Segments](#)

Surprising fashion research surrounding Millennials

[Read More...](#)

[Two Simple Ways to Grow Your Network and Broaden Your Thinking](#)

How to meet new people and broaden your experience.

[Read More...](#)

[Which Millennials? Selling to the Stereotype Ignores Realities for Many of These 75 Million Consumers](#)

During their 20s, Millennials transition through dramatically different lifestyles.

[Read More...](#)

[In a Declining Market, Duracell Grows Share with Focused Market Strategy](#)

Duracell looked on the bright side and

deployed a market strategy designed to grow share.

[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.