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The Market Strategist Digest by Michal Clements

Forget What You Were Taught: The New Marketing Rhythm

[Forget What You Were Taught: The New Marketing Rhythm](#)

The new rhythm in marketing today involves flexibility and dynamic response to the market.
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I Want Candy: How Nestle's Skinny Cow Won Over Weight Conscious Women

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Nestle's new Skinny Cow Candy brand, a 2013 Nielsen Breakthrough Innovation winner.
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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.

[Tuning into Mom Cover](#)

Will Men Be More Profitable Grocery Customers?

[Will Men Be More Profitable Grocery Customers?](#)

As Men Shop and Cook More, Will They Spend More Freely than Women?
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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.

Slice it Up: B2B Segmentation Strategy in the Global Food Industry

[Slice it Up: B2B Segmentation Strategy in the Global Food Industry](#)

When a firm has a product capable of being marketed to the food industry as a whole, developing a segmentation strategy is the only way to succeed.
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