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The Market Strategist Digest by Michal Clements

Great Expectations Among Millennial Renters Highlight High-Touch Trend

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Property managers note that these renters are not as independent as you might think-- and they are much more demanding than previous generations.

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Private Label is on the Rise, Driven by Millennials and Women 35-54. What's Your Market Strategy?

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The practice of private labeling gets little respect with most traditional marketing professionals. But this market is on the rise and here to stay.

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[Tuning into Mom Cover](#)

Family Time Doesn't Top Kids' Lists

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The very low levels of appeal for family time suggest a big disconnect between the parent's perspective and the child's.

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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.

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"No business plan survives First Customer Contact, untouched and as is."

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