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The Marketing Strategist

on Chicago Now, a Chicago Tribune site





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In 2012, P&G's Align brand won a Nielsen

Breakthrough Silver Innovation Award by generating sustained, cumulative sales between \$50-100 million. Read Mor_e...



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Seven Questions Your Business-to-Business Firm Should Answer Today. There is no one 'best approach' to B2B segmentation, but many approaches don't dig deep enough.

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Apple's iPad, iPhone and iPod Touch are the family favorites for 2012, reports child market research experts KidSay in their Trend Tracker 2012 report. This trend is a significant change from 2010, when the iPod Touch had strong competition from Nintendo and PlayStation.

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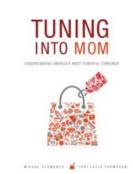


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State Farm's committment to teen safety resonates with Mom and wins them customer loyalty. This case study analyzes programs like Celebrate My Drive, Road Trips and more. Read more...



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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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