



Marketing to the 90s Generation: Global Data on Society, Consumption, and Identity

Anders Parment

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Marketing to the 90s Generation is based on original research conducted by sociologists and psychologists on generational cohorts. This book explores how they come about, what defines them, and what they mean to society, institutions, and companies. Parment analyses hundreds of interviews with individuals from across the world, several focus groups, and a survey study with 4,707 complete answers from summer 2013 (Germany, China, the U.S. and Sweden) to create a comprehensive analysis of what makes the generation of individuals born in the 1990s unique. This exciting new book is enlightening to employers, marketers, politicians, policy-makers, and other decision-makers looking to appeal to members of the 90s generation.

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