



BOOM: Marketing to the Ultimate Power Consumer -- The Baby-Boomer Woman

Mary Brown, Carol Orsborn Ph.D.

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With Baby Boomer women spending over a trillion dollars a year, the days of 40+ women being ignored by marketers are numbered BOOM is a comprehensive guide to identifying, reaching and influencing these women. The book features insights and case histories from 40 top marketers, including executives from Intel, Ford, Seabourn Cruises, Citigroup, Wellpoint, Mary Kay, and more. Key features This is the only book on marketing to this specific demographic. Baby Boomers are the largest generational demographic today, and women not only outnumber men, but also influence as much as 80% of household purchase decisions Includes: The Eight Things You May Not Know About Boomer Women But Should, the Imago Diagnostic (ID), an assessment tool to help marketers identify what makes Baby Boomer women tick and more

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