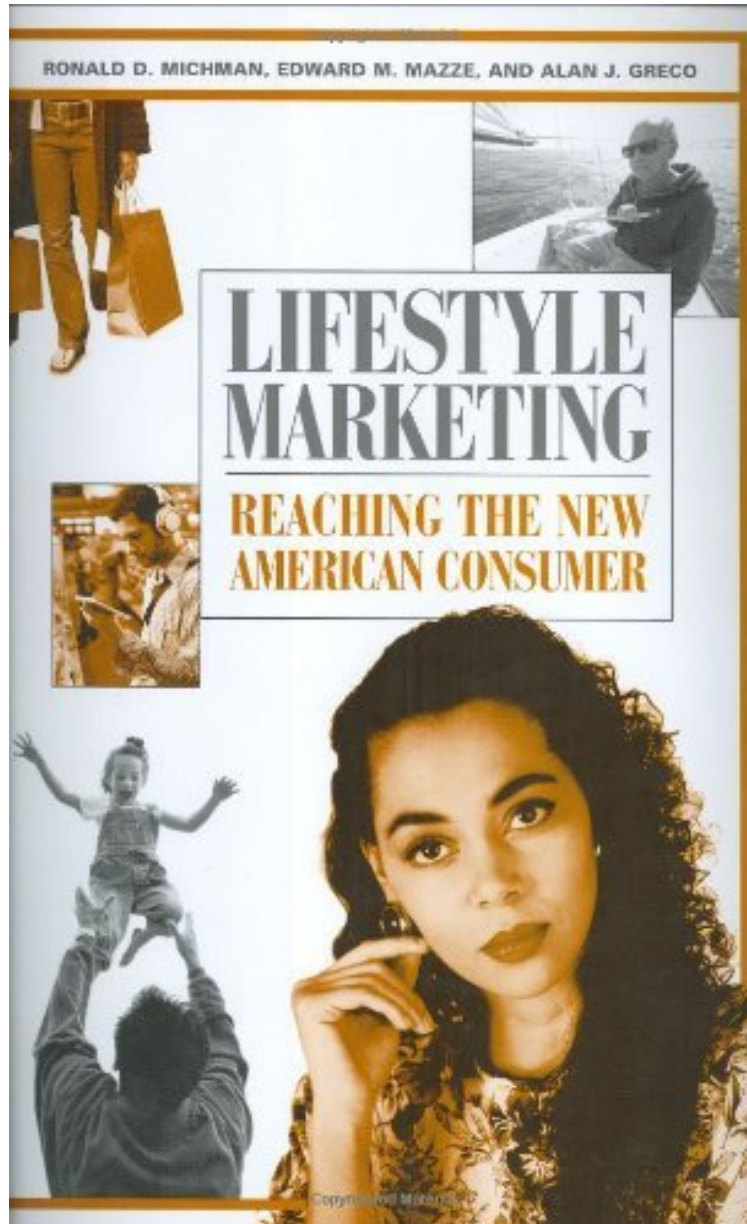


(Download pdf ebook) Lifestyle Marketing: Reaching the New American Consumer

## Lifestyle Marketing: Reaching the New American Consumer

*Ronald D. Michman, Edward M. Mazze, Alan J. Greco*  
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**Ronald D. Michman, Edward M. Mazze, Alan J. Greco : Lifestyle Marketing: Reaching the New American Consumer** before purchasing it in order to gage whether or not it would be worth my time, and all praised Lifestyle Marketing: Reaching the New American Consumer:

8 of 8 people found the following review helpful. Disappointing in the extremeBy theCultFigurineThis book had a

couple of big flaws. One was that much of the material was superficial and obvious. The other was that it was terribly written, and must have had an unskilled editor. After reading a particularly incoherent "case study" that barely supported the book's thesis, and may have mildly undermined it, I just had to stop reading it.

In today's competitive economic environment, knowing your customer has never been more important. Research shows that most companies do not segment their market by lifestyle. Instead, they rely solely on demographic factors to define their customers. This book helps marketers understand how to reach customers from children to tweens and singles to seniors. It demonstrates how such trends as cross-shopping and the blurring of gender roles can be accounted for by one's overall marketing strategy. Yet another consumer group evaluated here is the emerging affluent market. This book is a prerequisite to relationship marketing. It tells the reader how to reach carefully defined and described market segments. Because buyers' behaviors are so important to lifestyle market segmentation strategies, this book demonstrates how such trends as cross-shopping and the blurring of gender roles can be accounted for by one's overall marketing strategy.

"For sales and marketing professionals as well as anyone interested in contemporary marketing, this book provides an easy-to-read introduction to the influence of lifestyles on modern sales and marketing strategies. The excellent bibliography will lead readers to other relevant publications. This work should be a part of every serious business collection. Highly recommended. Upper-division undergraduate through professional collections."-Choice  
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About the Author  
RONALD D. MICHMAN is Professor Emeritus of Marketing, Shippensburg University, Shippensburg, Pennsylvania. He is the author or co-author of nine books, including Specialty Retailers: Marketing Triumphs and Blunders (Quorum Books, 2001), The Food Industry Wars: Marketing Triumphs and Blunders (Quorum Books, 1998), and Lifestyle Market Segmentation (Quorum Books, 1991).  
EDWARD M. MAZZE is Dean of the College of Business Administration and holder of the Alfred J. Verrecchia-Hasbro Inc. Leadership Chair in Business at the University of Rhode Island. He is co-author with Ronald D. Michman of Specialty Retailers and The Food Industry Wars.  
ALAN J. GRECO was formerly Associate Professor of Marketing at the School of Business and Economics at North Carolina AT State University in Greensboro. He is the co-author with Ronald D. Michman of Retailing Triumphs and Blunders: Victims of Competition in the New Age of Marketing Management (Quorum Books, 1995).