

WHAT'S NEW IN Marketing?

Marking

Books for Every Marketer's Shelf

- Multicultural Marketing
- Brand Management
- Youth Marketing
- Boomers
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- Focus Group Research

On the Web

Visit paramountbooks.com to learn more about the books listed in this catalog and other books on these topics.

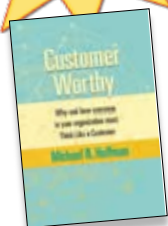
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New for spring from PMP!
 Details inside...



PMP's 12th Year

Marketing to Kids: Myths and Realities

by James U. McNeal is **the** classic book on how to market with integrity to children. It is the book that launched Paramount Market Publishing in 1999 and it is still in print today.

Many books published by Paramount are at the cutting edge of research and marketing information. For example, if you bought **The Art of Strategic Listening** (see p. 19) when it came out in 2008, you're ahead of the game in using social networking tools—like Digg, RSS feeds, Facebook, and Twitter—both listening to and influencing

your customers. If you were reading books on Hispanic marketing by **M. Isabel Valdés** (see p. 10) in 2000, 2002, and 2004, chances are you and your company are ready for—and well-placed to profit from—this exploding marketplace, as Hispanics are poised to become the country's second largest population group in the **2010 Census** (see p. 8). In this tight economy, does your company know how to cut overhead and shrinkage with **RFID**? (see p. 20) Should you know how to successfully introduce this and other types of **Innovation** to your company? (see p. 7)

At Paramount, we take pride in finding books on new topics in marketing and research strategies and getting them into your hands quickly so that you can meet current marketing challenges. Although we don't position our books as textbooks, many university professors are adopting them precisely because they deal less in theory and more in practical information that students can use immediately.

If you have thoughts about books you would find useful, never hesitate to email or call us with your ideas and questions. We also chat about the weather in Ithaca, NY, Finger Lakes wineries, Louie's Lunch truck at Cornell, and sailing on Lake Cayuga and Lake Ontario. Think of us as your friendly bookseller—just a phone call or click away.

"I'd recommend this book to anyone interested in breaking down the barriers to creating effective, honest, and engaging work for children." —Cheryl Berman, Chief Creative Officer, Leo Burnett USA and KidLeo

RECOMMENDED by *Choice Magazine*

The Kids Market

Myths and Realities

James U. McNeal

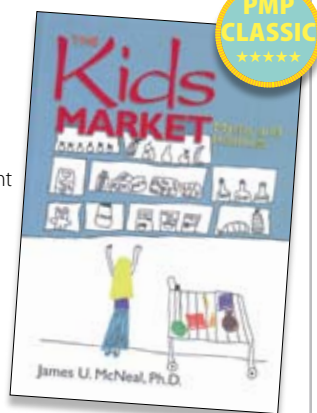
Without a doubt, the best book available on this important market segment. This comprehensive work explains:

- The size of the kids market—we're talking billions!
- How and when children become consumers
- How children learn about money and brands
- What children know about saving money
- Kids' influence on family spending
- Promotions—hot buttons and red flags
- What kids like to buy & how much money they have
- How to create effective and responsible advertising messages for kids

A unique feature is the information conveyed in dozens of actual drawings by children of varying ages from the U.S. and abroad. It's amazing how much you can learn from these illustrations when you have a seasoned expert to point out their most interesting elements and share his wisdom on the topics at hand.

(288 pp., with full-color illustrations, hardcover, ISBN 0-9671439-1-8)

Item #1001 \$54.95

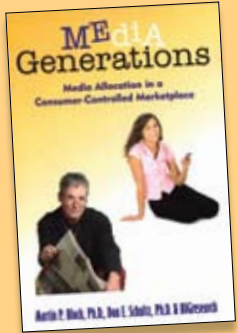
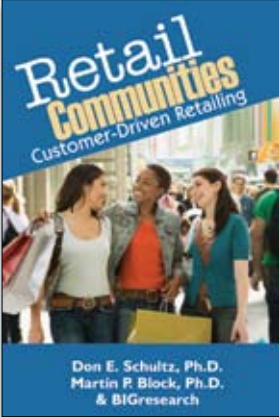


"A must read for anyone interested in the kids' market or in growing their business."

—Donna Sabino,
 Research Director,
 Nickelodeon

Bring your customers into focus

THE MUST-HAVE
BOOK FOR 2010!



Syndicated research data about **your** customers—what influences and impacts them—to help you and your company **predict** their changing intentions and spending:

- Real time customer knowledge
- Consumer-focused insights
- More hard data, more solid intelligence, for less

Books and more information are available at BIGresearch.com

with a **knowledge-based model** for success

See your business the way your customers do

Retail Communities

Customer-Driven Retailing

Today's interactive digital technologies have transformed the traditional marketplace into new "communities" of customers—communities that demand radically different views, approaches, and methodologies. *Retail Communities* presents an innovative new window into how the critical triangle of manufacturers, retailers, and consumers interact in this new digital marketplace. Customers think of a retailer as one entity, whether they see its promotions in a brochure, print ad, online, or in the store. Marketers, on the other hand, see each promotion separately. *Retail Communities* bridges that gap and helps marketers bring the different components together so that the customer has a seamless experience, no matter what "community" she belongs to.

In *Retail Communities*, BIGresearch combines its SIMM,[®] CIA,[™] and Shopper MindSet[™] consumer data sources—over eight years of consumer data, including more than 200,000 individual responses—to create powerful new consumer behavior segments at the retail and manufacturer levels. This "retail community" approach provides key information to marketers at every level to understand, plan, and allocate promotional funds in the customer community arena, the "retail theater" where retailers themselves become another medium in the product-marketing program.

(156 pages, paperback, ISBN 978-0-9819415-1-6) \$18.95

Media Generations

Media Allocation in a Consumer-Controlled Marketplace

Today's tight economy demands the most efficient and effective use of scarce promotion funds by media buyers. Client or advertiser, you need the tools to be more consumer-centric and increase marketing ROI.

Media Generations presents a new consumer allocation method that makes consumers, their consumption value, and media influences on their purchases, key elements in a new model. *Media Generations* also shows how media consumption and influence change among age cohorts who have different media experiences and use media differently. Find out why that information should change your media allocation plans today.

(130 pages, paperback, ISBN 978-0-9819415-1-6) \$18.95

About BIGresearch

BIGresearch provides consumer intelligence and shopping behavior research in areas of retail, products, financial services, automotive and media. BIGresearch's large sample sizes and methodology provides the most accurate consumer information in the industry with a margin of error of +/- 1 percent. It conducts surveys in the U.S. and China which are used by a number of the world's largest retailers, advertising firms, product manufacturers and financial services companies.

For more information: www.bigresearch.com, 614-846-0146

New from PMP—Coming this Spring!

NEW! Order today and Save \$10

Customer Worthy

How and Why Everyone in Your Organization Must Think Like a Customer

Michael R. Hoffman

Companies that cannot monitor contact data are continually surprised by revenue shortfall, inventory outages, cost overruns, and diminished customer satisfaction. Traditional financial measures lag too far behind customer activities to be effective for timely decision-making. Your company's internal measurements can look fine but customer and contact flow may reflect disengaged and indifferent customers. The result is revenue decline and business erosion.

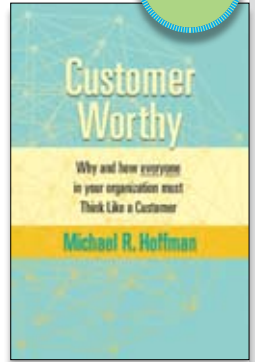
In this groundbreaking book, Michael Hoffman explains how to use what he calls the **CxC Matrix** to examine your customers, contact by contact, to provide distant early warnings of trouble as well as to quickly uncover untapped opportunities to increase sales and customer satisfaction.

Hoffman is a software development and management consultant focused exclusively on technology, analytics, and services that deliver businesses optimum yield per customer.

Recommended for chief information officers, chief operating officers, CMOs, marketing directors, brand managers, marketing operations managers, and customer experience managers.

(216 pp., paperback, ISBN 978-0-9819869-1-3, February 2010) Item #1061 \$49.95

Special Introductory Price—SAVE \$10 \$39.95



NEW!

Advanced Topic

A guide to help marketers design, program, and measure marketing messages in conjunction with IT and business managers.



BrandAbout

A Seriously Playful Playbook for Passionate Brand-Builders and Merchants

Andrea Syverson

BrandAbout is an experiential, do-it-yourself, creative **playbook** for energizing brands and their product lines and/or services. With **10 practical lessons** based on more than 25 years of hands-on, in-the-trenches merchandising and marketing experience, *BrandAbout* provides companies of all sizes—from startups to Fortune 500s—with creative homework that can be customized to their unique needs and applied over and over again. *BrandAbout* is an **adventurous**

practicum for companies. The main prerequisite is an open mind, an entrepreneurial spirit and a passion for delighting customers! *BrandAbout's* inspirational and personal approach is based on Syverson's real world multi-channel expertise in the marketplace as she encourages companies to collaborate both interdepartmentally, intradepartmental and directly with their customers.

Like a stylized syllabus, *BrandAbout* is organized into 10 individual building blocks that can be worked through all at once in a self-directed two or three day offsite or integrated individually into weekly or monthly meetings. Part *Purple Cow*, part *Whack on the Side of the Head* and part inspirational branding guidebook, *BrandAbout* is **actionable, practical and empowering** and a must read for creative dreamers and doers looking for a fresh approach to their brand and product challenges.

Think of *BrandAbout* as **creative brain food for busy marketers and merchants!**

(approx. 200 pp., paperback, ISBN 978-0-9819869-2-0; May 2010) Item #1063 \$34.95

Special Pre-publication Offer: Order before May 1st and SAVE \$5



Smart professionals look here first for what's new, what's hot, what works. Maybe they're looking for you.

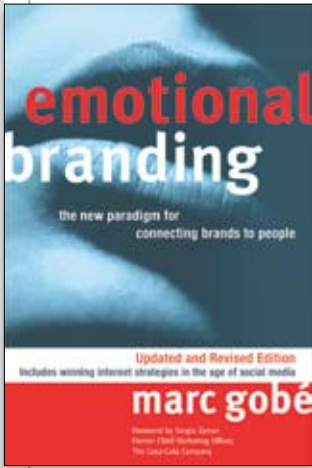
What's New in Marketing? is published twice a year and distributed to 30,000 marketing professionals. It's also available 24/7 online at paramountbooks.com as a free interactive download. If you are interested in advertising your product or service in our Fall issue, please contact Jim Madden at 607-275-8100.

Just Released for 2010 Updated edition, includes Social Marketing

Emotional Branding

The New Paradigm for Connecting Brands to People

Marc Gobé



Emotional Branding bonds brands with today's savvy consumers. A visionary approach to building powerful brand loyalty, this ground-breaking book shows marketers of any product or service how to engage today's increasingly cynical consumers on deeper emotional levels. Case histories from the author's high-profile client list analyze demographic and behavioral shifts in populations and retail distribution channels, then show how all five senses can be used as powerful marketing tools to respond to those trends.

Chapters detail how to:

- develop unforgettable brand personalities
- customize brand presence to different consumer segments
- incorporate brand strategies into product and retail architecture design
- facilitate interactive access to your products through the Internet.

Emotional Branding breaks new ground in proposing innovative ways to create powerful and effective branding programs for meeting the challenges and opportunities of the new emotion-based economy.

(352 pp., hardcover, ISBN 978-1581150780; 2010) Item #3163 \$24.95

NEW FOR 2010—Population and Economic Projections to 2040

Now you CAN look into the future!



CEDDS

The *Complete Economic and Demographic Data Source* (CEDDS) features data for all (3,091) counties in the United States. It also includes data for other geographies.

CEDDS contains historical data from 1970 and projections to 2040 of population by age, race and Hispanic origin, employment by industry, earnings of employees by industry, personal income by source, households by income bracket and retail sales by kind of business.

The data and projections are for all counties, states, MSAs, and regions in the U.S. The four-volume, 3,600-page source has more than four million statistics. The CEDDS data tables, and pdf files of the printed books, are also available on CD-ROM; in addition the CD-ROM also provides data for all newly defined Metropolitan (366 of them, plus 124 CSAs) and 574 Micropolitan Statistical Areas.

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Four Printed Volumes plus CD-ROM (November 2009)

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MSA Profile

The *MSA Profile* has data for all newly-defined Metropolitan Areas in the U.S. The *MSA Profile* contains historical data from 1970 and projections to 2040 of population by age, race and Hispanic origin, employment by industry, earnings of employees by industry, personal income by source, households by income bracket and retail sales by kind of business. The data and projections are for all Metropolitan Statistical Areas (MSAs), states, and regions in the U.S. The 900-page volume has more than 450,000 statistics. The *MSA Profile* data tables, and a pdf file of the printed book, are also available on CD-ROM; the CD-ROM contains data for all newly defined Micropolitan Statistical Areas as well.

CD-ROM only Item #2238-CD \$395

Printed volume and CD-ROM (November 2009)

Item #2238 \$495

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"Convenient and provides easy comparisons . . . recommended." —*Library Journal*

Racial and Ethnic Diversity

6th Edition

New Strategist Publications

The sixth edition of *Racial and Ethnic Diversity* is a profile of a U.S. population that is growing more diverse much faster than many had predicted. Hispanics are the largest minority, Asians are the most affluent, and blacks are making big gains in education and earnings.

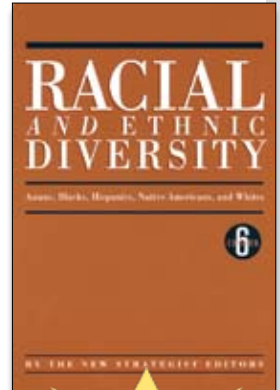
New to this edition is a chapter on attitudes by race and Hispanic origin that is based on data from the 2008 General Social Survey. You also get, in addition to detailed estimates and projections of the U.S. population by race and Hispanic origin, the latest socioeconomic data on blacks, Hispanics, Asians, and American Indians.

Also included are data for spending of Asian, black, Hispanic, and non-Hispanic white households, plus the latest wealth data from the **Survey of Consumer Finances**. Unpublished data from the **American Time Use Survey**, broken out by race and Hispanic origin, reveal how each group, including Asians and American Indians, prioritize the average day. New population projections to 2025 are in this volume, as well as tables on college enrollment, retirement plan participation, and the use of alternative medicine.

Designed for easy use, it is divided into five sections devoted to the major racial and ethnic groups: American Indians, Asians, Blacks, Hispanics, and Non-Hispanic Whites. A sixth section provides comparative information for the Total Population. Also included is a seventh section on attitudes by race and Hispanic origin. Within chapters, where data are available, identically structured tables appear for each racial group.

Racial and Ethnic Diversity gives you the opportunity to discover the many ways Americans are the same—and different. With such knowledge, you will be closer to understanding where the future will take us.

(729 pp., paperback, ISBN 978-1-935114-27-7; July 2009) Item #2292 \$94.95



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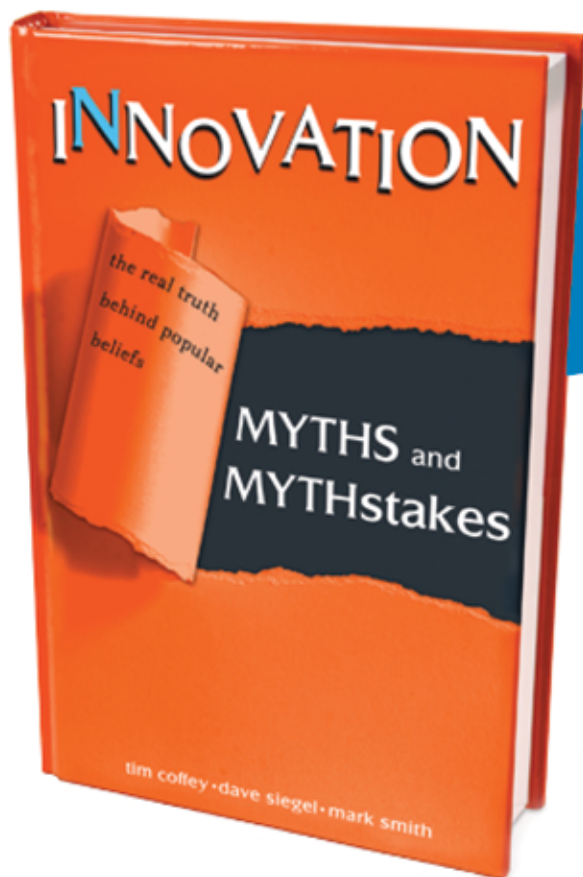
State Profiles have data for all counties and Metropolitan Areas by individual state, with historical data from 1970 and projections to 2040 of population by age and race, employment by industry, earnings of employees by industry, personal income by source, households by income bracket and retail sales by kind of business. Some state profiles include information for more than one state.

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LAUNCHFORCE, the best-in-class future-focused insights and innovation consultancy invites you to explode the myths of innovation while turning conventional wisdom upside down!



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ISBN 978-0-9801745-7-1; June 2009

Launchforce wants you to know how to reduce the risks of innovation while still creating game-changing ideas!

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To learn more about how LaunchForce can help you uncover breakthrough customer insights and develop game-changing innovation and strategies, contact **Tim Coffey** at **513-386-6890** or **tcoffey@launchforce.com**

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INNOVATION—MYTHS and MYTHstakes

Tim Coffey, Dave Siegel, and Mark Smith

The all-new book that explodes the myths about innovation, while turning conventional wisdom upside down, is here. Finally, an entertaining and useful book on innovation that is written in an innovative style—beginning with the fact that the book's Afterword comes first.

How many of these business-killing myths do YOU (and your boss) still believe?

- Myth #10: Brainstorming Works— *Not in a million years!*
- Myth #6: The Consumer is King— *Balderdash!*
- Myth #1: 80% of New Products Fail— *False!*
- Myth #14: A Great Idea Speaks for Itself— *You're dreaming!*
- Myth #19: Facts Convince People to Buy— *Nonsense!*
- Myth #13: Great Ideas Will Make You Rich— *Guess again!*
- Myth #26: You Have to Please Your Audience— *Not true!*

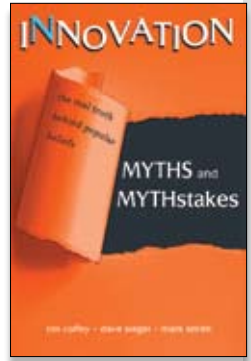
And many more . . .

Consumers and customers are embracing change and adopting new product offerings and services earlier and faster than ever. The need for your company to innovate is constant—and if you don't your competitors will. Now you can learn the secrets to reducing the risks while still creating game-changing ideas. This book sets the record straight, while helping you acquire valuable insights into your consumer. **Ideas are easy, innovation is hard.**

Uncover the facts that will help you understand the roadblocks, and how to avoid them while keeping your innovation efforts, and your business or career on track. Includes References and Innovator's Index.

(256 pp., hardcover, ISBN 978-09801745-7-1; May 2009) Item #1059 \$39.95

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Tim Coffey will be speaking about innovation to AMA chapters from LA to Dallas to Tampa this spring— watch for him near you!



Announcing Synergos Technologies, Inc.'s 5th Annual STI: PopStats Research Conference

Marketing to the Niches

MARCH 24 – 26, 2010

Stephen F. Austin Hotel, Downtown Austin, Texas

Featured Speakers Include:



David Morse, author
Multicultural Intelligence: Eight Make-or-Break Rules for Marketing to Race, Ethnicity, and Sexual Orientation



Miriam Muley, author
The 85% Niche: The Power of Women of All Colors— Latina, Black, and Asian

Also speaking at the event will be Research Executives from: CVS, Walgreens, Family Dollar, Kroger, and more

STI is an innovator of some of today's most powerful population and demographic data, like STI: PopStats. The annual STI: PopStats Research Conference, now in its fifth year, covers leading-edge market research insights, best-practice case studies, and practical techniques. This year's conference will also feature insights to maximize business opportunities in companies' trade areas by **Marketing to the Niches**—including women, gays, ethnic communities, aging populations, and price-conscious shoppers.

This is the perfect event for any business person interested in optimizing business opportunities through intelligent and innovative market research techniques.

Register today! Seating is Limited.

Speakers list and program are subject to change without notice.



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Latinos You Can Count

Cristina Benitez Previews the 2010 Census

Immigration reform will affect all nationalities, but Latinos are the largest immigrant group. Their impact on the Latinization of mainstream culture in the U.S. and the ultimate influence of Latinos in corporate America is indisputable. Now their effect on the 2010 Census and the GDP are clearly identifiable and quantifiable. It makes sense—and cents—to reform a broken immigration system.

The Dollars and Sense of Immigration

In the upcoming census, Whites will continue to be the largest population (79.8%) but for first time, Latinos will make up the second-largest population group (15.4%). The degree that they participate in the Census will affect almost \$400 billion in federal funding for local communities and representation in Congress. Latinos continued growth into the secondary and tertiary markets will influence funding and bring federal money into these communities for the first time.

Contribution to GDP

The Fiscal Policy Institute Immigration Research Initiative recently released a new study, *Immigrants and the Economy*, with funding from The Service Employees International and The Carnegie Corporation of New York. The research reports on Latinos' contributions to the Gross Domestic Product and examines the economic role of immigrants in the 25 largest metropolitan areas in the United States. It reports strong immigrant contribution to GDP and it is the first report that estimates immigrant share of Gross Domestic Product in metro areas, based on wage and salary earnings plus proprietors' income.

Percent GDP Equals Percent Population

Two-thirds of all immigrants live in the 25 largest metropolitan areas. The combined income of foreign-born workers in these areas contributes 20% of the economic input and they make up 20% of the population. This pattern holds true, with slight variation, for each of the 25 areas, from metro Pittsburgh, where immigrants represent 3% of population and 4% of GDP, to metro Miami, where immigrants make up 37% of the population and 38% of GDP.

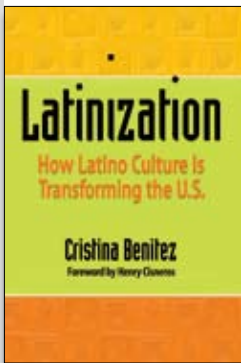
The median age of the Latino population is around 27 years, placing the majority of Latinos in the U.S. in the active working age group. Immigrants work in a wide range of jobs from lower-wage service or blue-collar occupations to higher paying jobs. With 49% of the workers in the top two categories, the potential to develop Latino leaders is clear.

- 24% of immigrants work in managerial and professional occupations,
- 25% work in technical, sales, and administrative support.
- 23% service
- 27% blue collar

**Totals don't equal 100 because of geographical differences*

It just makes sense, whether you are in marketing, diversity and inclusion, or human resources—businesses will continue to benefit from the Latinization of the U.S. and the upcoming Census will provide more hard data on how significant this will be.

For more information on this study: *Immigrants and the Economy: Contribution of Immigrant Workers to the Country's 25 Largest Metropolitan Areas with a focus on the five largest metro areas in the East*, December 2009, www.fiscalpolicy.org/ImmigrantsIn25MetroAreas_20091130.pdf



Latinization

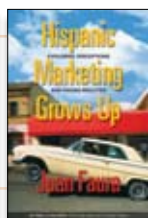
How Latino Culture Is Transforming the U.S.

Cristina Benitez

Although politicians most often discuss Latino immigration by the numbers, there is another side to the impact of immigrants: their influence on the culture and lifestyle of the countries they enter. Cristina Benitez, founder of Lazos Latinos, focuses her book on the positive influences that Latinos have on their new country, from culture to the high value Latinos place on their family relationships. Readers will come away with a better understanding of how to craft marketing messages that resonate with Latino customers. **With a foreword by Henry Cisneros**, and insights from 20 Latino experts, *Latinization* helps explain why Latino culture is here to stay.

(125 pp., hardcover, ISBN 978-0-9786602-5-3) Item #1044 \$24.95

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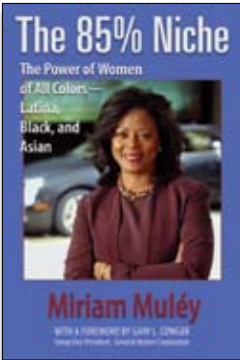
FORTHCOMING from Bestselling PMP Author, Pepper Miller

**Black Matters in Marketing:
20 Truths About Black America Today**

Pepper Miller is hard at work on another ground-breaking book about marketing to Black Americans. You'll learn what makes the Black market unique, why marketers should care, and how you can effectively connect with Black Americans. Drawing on her wealth of experience and on-going research and consulting on the African-American market, Pepper will share with readers her thoughtful insights on this influential segment.

(Approx 200 pp.; ISBN 978-0-9819869-5-1; Fall 2010) Item #1064

Special pre-publication price, \$29.95



The 85% Niche

The Power of Women of All Colors—Latina, Black, and Asian

Miriam Muléy

Unleashing the power of women and diversity in your organization is the fastest track to sales growth, share dominance, and profit improvement, but marketing to women of color requires expert understanding of gender marketing, diversity marketing, and the bridge between the two disciplines. With ground-breaking proprietary research, Miriam Muléy offers just that. Her book explains how cultural and ethnic differences shape the way women respond to life experiences. She encourages companies to embrace the cultural and ethnic identity of women of all colors with the same tenacity, commitment to growth, and deployment of economic resources that are given to other consumer audiences.

(256 pp., hardcover, ISBN 978-09801745-5-7; 2009) Item #1055 \$39.95

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Miriam Muléy will be a featured speaker at the 2010 PopStats Research Conference in Austin, TX, March 24–26. (see p. 7)

Now Available

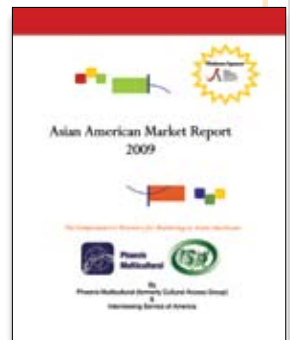
Asian American Market Report, 2009

Subscribe now to this award-winning resource, the most comprehensive study of its kind. Report and data tables available in digital format for your convenience. Order today and receive the report immediately to begin accessing a wealth of information on the Asian American population.

Created by **Phoenix Multicultural** and **Interviewing Services of America**—recipients of the 3AF Asian American Market Research Firm of the Year Award—and sponsored by the 3AF, KTSF, KSCI, INQUIRER.net, Ten Communications, and *AsianWeek*, the 2009

Report includes:

- Why Target Asian Americans
- Demographics of Asian Americans
- Profiles by Nationality
- Profiles by Market
- Cultural Dimensions & the Process of Acculturation
- Product Usage by Category
- Media Usage
- Expert Insights & Strategies for Targeting Asian Americans



To order your copy and for more information, please contact

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Raul.Lopez@phoenixmi.com | 305-971-1437

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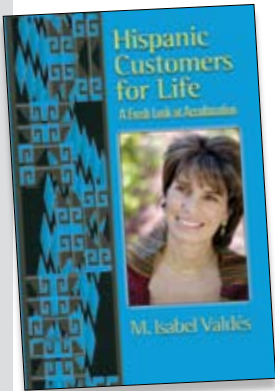
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Hispanic Customers for Life

A Fresh Look at Acculturation

Isabel Valdés

Best-selling author Isabel Valdés believes wholeheartedly in the power of in-culture and share-of-heart marketing. In this book, her most recent, she shows how the U.S. Hispanic market is shifting from a majority of customers who are unacculturated to a majority who were born in the United States and are melding the two cultures together in ways that make them an unprecedented marketing challenge.

The Insights You Need

This ground-breaking book explores the "Hispanic generational crossover," providing insights, data and tools to manage the generational and acculturation differences among U.S. Hispanics, immigrants and their U.S. born offspring.

The growing segment of U.S. born Latinos poses unique business, marketing and communications challenges and opportunities. Ms. Valdés describes how to target them successfully for marketers of all kinds of products and services. An additional value of the book is a comprehensive list of Hispanic-related websites, including marketing and advertising companies, trade organizations, non-profits, media, and researchers.

(198 pp., hardcover, ISBN 978-0-9786602-6-0; 2008) Item #1045 \$49.95

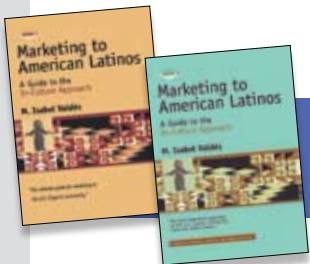
About the Author

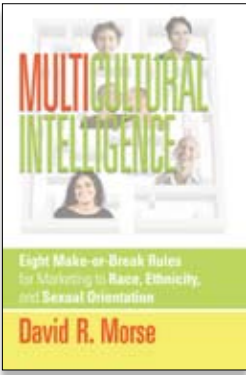
Ms. Valdés, a marketing expert, is recognized as the creator of the "In-culture" marketing approach. A lecturer and public speaker, Ms. Valdés has been studying and writing about the Hispanic market for more than 20 years. Her earlier books, *Marketing to American Latinos: A Guide to the In-Culture Approach, Parts I and II*, are classics used in many universities around the country. Her books can be found on the bookshelves of most multicultural marketers.

Also by Isabel Valdés—

Marketing to American Latinos, Parts 1 & 2

Save on 2 Book Set: 1 paperback, 1 hardcover Item #1011 \$45





Multicultural Intelligence

Eight Make-or-Break Rules for Marketing to Race, Ethnicity, and Sexual Orientation

David Morse

Critics of this new book might argue the election of President Obama is proof that racial, ethnic, gender and sexual orientation barriers have been torn down, and marketing to these attributes isn't all that important anymore.

This book takes the position that instead of getting pushed to the background, multicultural segmentation needs to become more sophisticated, and take its rightful place—front and center.

With decades of experience in multicultural marketing, author David Morse reviews the history of marketing to **black, Hispanic, Asian,** and **LGBT** (mostly lesbian and gay) consumers. He explains how including appropriate cultural cues in advertising can build brand loyalty that will pay huge dividends. He also cautions that missing the mark with advertising that excludes or is culturally offensive can be a costly mistake.

Morse offers scores of examples of extremely effective campaigns, as well as those that have sparked outrage and boycotts. This book provides **EIGHT** basic rules that should guide you through the process of marketing as diversity becomes mainstream. **Recommended**, for all levels of management and for any student of marketing or advertising.

(256 pp., hardcover, ISBN 978-0-9801745-6-4; May 2009) Item #1057 \$37.50

(256 pp., paperback, ISBN 978-0-9801745-9-5; May 2009) Item #1058 \$29.95

Order directly from PMP and Save!

What's Black About It?

Insights to Increase Your Share of a Changing African-American Market

Pepper Miller and Herb Kemp

In-depth, qualitative insights paint an eye-opening picture of Black culture and the Black lifestyle and how to connect your products and services with Black consumers. *What's Black About It?* presents historical, psychological, and cultural influences that delve far deeper into the Black experience than the demographics which are at the heart of other ethnic marketing books and market-research reports. Now you will be able to break through stereotypes to better understand and relate to African-American consumers. Includes U.S. marketing and research guide.

(146 pp., hardcover, ISBN 0-9725290-9-8; 2005) Item #1024 \$39.95

"If there are any marketers out there that still think they can ignore the urban market they'd better think again. As Hip-Hop culture and its influence has poured out of the cities and spread around the world, the 'urban market' has become 'the market.' This isn't just a book for so-called urban marketers, this should be mandatory reading for every marketer in the country."

—Adam Graves, Senior VP, Deutsch Advertising

Under the Influence

Tracing the Hip-Hop Generation's Impact on Brands, Sports, & Pop Culture

Erin O. Patton

Beginning with his own journey as a product of Hip-Hop's Generation X in Pittsburgh's steel-tough inner city, author Erin Patton moved on to navigate corporate America's advertising and marketing worlds. In this ground-breaking book, Patton uses his unique perspective to chronicle how Hip-Hop became a dominant social and economic force, building brands and directly or indirectly influencing the aspirations and behavior of consumers of all ages.

Patton's award-winning **7 Ciphers™** segmentation framework, which is detailed in this book, has been cited for its innovation by the Advertising Research Foundation and hailed as "Cracking the Code on the 21st Century Urban Market" by The Brookings Institution.



Under the Influence provides marketers with a front-row perspective, strategic framework, and market-tested solutions to grow market share and avoid common pitfalls in the urban youth-inspired market without sacrificing existing customer loyalty.

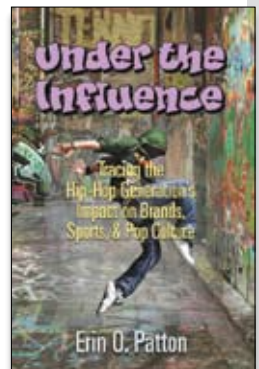
(180 pp., paperback,

ISBN 978-0-9801745-4-0; 2009)

Item #1056 \$28



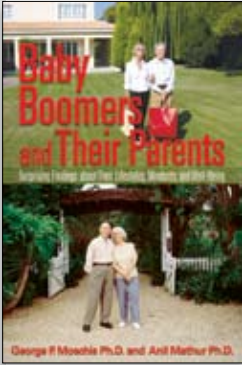
DAVID MORSE speaking at Draftfcb, June 2009, in Chicago. He will be a featured speaker at the 2010 PopStats Research Conference in Austin, TX March 24–26. (see p. 7)



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MARKETING TO THE



Baby Boomers and Their Parents

Surprising Findings about Their Lifestyles, Mindsets, and Well-Being

George Moschis Ph.D. & Anil Mathur Ph.D.

Lots of marketers paint a rosy picture of the lifestyles of baby boomers as they enter the retirement years. But authors Moschis and Mathur, basing their findings on 20 years of surveys among baby boomers and their parents, tell it like it is. Many boomers have saved little money for retirement; their health is often worse than that of their parents; and while both generations say travel is in their futures, many will not have money enough to rent a budget motel a few miles from home.

The picture is not all bleak. Moschis and Mathur use their findings to discuss how people can live longer, more satisfying lives. In addition, they apply those findings to marketing and advertising, advising businesses on how to use the attitudes and mindsets of mature consumers to create products and services for them, as well as to make those products and services more appealing to older customers.

(244 pp., hardcover, ISBN 978-0-9786602-4-6; 2007) Item #1043 \$47.50



Marketing to Leading-Edge Baby Boomers

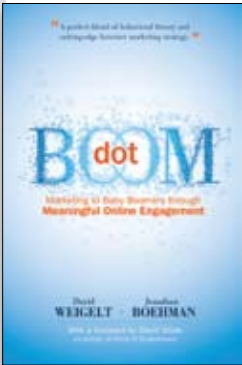
Perceptions, Principles, Practices, Predictions

Brent Green

By 2010, 30 percent of the U.S. population will be over age 50. Even today the over-50 segment has \$750 billion in spending power and controls a majority of the nation's assets. The generation's front-runners are Leading-Edge Baby Boomers, founders of modern youth culture and then yuppie materialism. This essential marketing guide presents stimulating chapters that will show you:

- Critical "bipolar metavalues" that influence Boomer buying decisions
- The right advertising media to achieve your marketing goals
- LOHAS: a new lifestyle segment that's changing everything
- How to plan and organize "bandwagon" Boomer events and promotions
- Exceptional opportunities for reaching Boomers through the Internet

(384 pp., paperback, ISBN 978-0-9766973-5-0; 2006) Item #1030 \$27.95



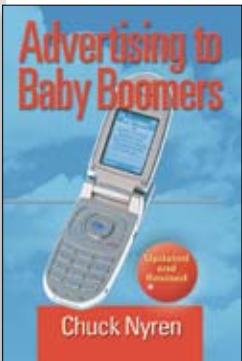
Dot Boom

Marketing to Baby Boomers through Meaningful Online Engagement

David Wergelt and Jonathan Boehman

If you wish to connect with Baby Boomers online, we suggest you stop what you are doing right now and order this book. It provides the actionable framework you need to strategically plan engaging boomer-focused online campaigns. *Dot Boom* examines consumer behavior through the lenses of **Developmental Relationship Marketing** and a **Meaningful Online Engagement** model specific to mature adults. This book shows you how to build integrated, online campaigns that optimize the multi-touch-point, emotional, and experiential marketing techniques most effective with these consumers.

(224 pp., hardcover, ISBN 978-0980211832; 2009) Item# 3155 \$28



Advertising to Baby Boomers

Chuck Nyren

This fun-to-read and eye-opening exposé takes on the excuses large advertising agencies give for not targeting Baby Boomers, and urges companies wanting to attract this formidable market of 76 million people to rethink their approaches. Exploding the myth that baby boomers just want to retreat to their younger years, Nyren explains that boomers are not hung up on age. "Who actually thinks about his or her age all the time, or even very often?" he asks. "Contrary to social commentators, the media, and certainly advertising agencies, most of the time we are who we are: people in our middle age, and not much different but a little different than other generations were in their middle ages."

(202 pp., paperback, ISBN 978-0-9786602-3-9; 2007) Item #1025 \$24.95

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GENERATIONS

Millennials Go to College, 2nd Edition

William Strauss and Neil Howe

A highly recommended guide for marketing to college students and for college administrators, faculty, high-school counselors, and parents of students who are looking ahead to college life. This wholly updated edition features the latest data on the Millennial Generation and how they are transforming college life. A new chapter addresses the shift from Boomer to Gen-X parents of college students, with original survey results on college students and their parents.

(228 pp., paperback, ISBN 978-0-9712606-1-0; 2007) Item #2353 \$59



Millennials and the Pop Culture

Strategies for a New Generation of Consumers in Music, Movies, Television, the Internet, and Video Games

William Strauss & Neil Howe with Pete Markiewicz

This book explains how and why Millennials have grown up to be so different from both the Boomers and GenXers who preceded them, and equally different from what nearly everybody expected. Learn how to turn this new youth tide to your best advantage.

(247 pp., paperback, ISBN 0-9712606-0-5; 2006) Item #3099 \$49



Marketing to the New Super Consumer: Mom & Kid

Tim Coffey, David Siegel, & Greg Livingston

Moms today have changed. In fact, the new relationship between kids and moms has evolved into a four-eyed, four-legged (4i4l) super consumer who affects purchase decisions in surprising ways. Full of illustrations, facts, and examples to help you understand how to develop new products and new media approaches for the 4i4l, this book explains:

- How and why parenting has changed and the effect on purchase decisions
- The life stages of the Super Consumer and where you fit in
- The motivations of 4i4l consumers and how to reach them

Read *Marketing to the New Super Consumer*, take advantage of years of experience from The Wonder Group, and profit from this new parent-child alliance.

(220 pp., hardcover, ISBN 0-9766973-2-7; 2006) Item #1028 \$39.95



Women, Wealth & Giving

The Virtuous Legacy of the Boom Generation

Margaret May Damen and Niki Nicastro McCuiston

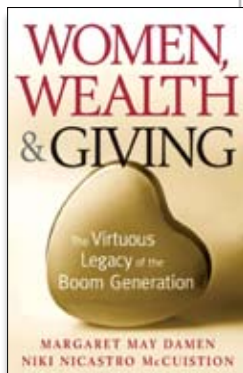
In only a short half-century, women have taken their places as creative forces for shifting the constructs of families and communities and are shaping the world they want. This new wave, the women effect, is about the extraordinary willingness of women to be open in the face of great loss, grief, hope, and fear, and to transcend personal difficulties and anxiety to serve their communities and make change happen. *Women, Wealth & Giving* draws from the combined experiences of Margaret May Damen's career as a Certified Financial Planner,[®] investment advisor, and endowment gift planning design specialist and that of Niki Nicastro McCuiston's as a nonprofit founder, CEO, and consultant.

Written both for boom-generation women—born between 1943 and 1964—who want to create a formalized and strategic giving plan, as well as for fundraisers and development officers who need to better understand the giving culture of women boomers, this book will inspire you to impactful, intentional action resulting in personal and community change.

If you want to make a difference by leaving a legacy of hope, love, and compassion for future generations, you have a common destiny with **43 million of the wealthiest, healthiest, and best-educated women to hit midlife**. This uplifting book shares the stories of some of these wise women and how they have found fulfillment through giving.

With over 43 million boom-generation women at or nearing the age of retirement, the American population is reaching what has been described as the great wealth transfer, and with women outliving men, or choosing to live alone, the role of women in decisions concerning philanthropic dollars will be critical to the economic, political and moral fabric of our society. Get *Women, Wealth & Giving* and discover the transformative power of women's philanthropy.

(256 pp., hardcover, ISBN 978-0-470-23064-0; December 2009) Item# 3161 \$49.95



All Newly Updated for 2010!

Spotlight on the Generations

Whether you're studying Baby Boomers, Seniors, GenXers, or the young-adult market, when you need stats, this reference series should come to mind FIRST. These volumes are well organized to save valuable research time and expense. Each volume provides data and projections, when available, on such topics as attitudes and behavior, business, education, health, income, labor-force participation, living arrangements, age, race, and sex, spending and wealth.

Descriptions of these databooks can be found at www.paramountbooks.com/demographic-data

The Millennials

Americans Born 1977 to 1994, 4th Edition

New Strategist Editors

For those who track generational change, the special supplement on the **iGeneration** included in this book will give you a preview of what is to come. The chapters in the special supplement examine children and their families, documenting trends in family incomes, children's health, even how parents use their time.

(506 pp., paperback ISBN 978-1-935114-15-4; July 2009) Item #2331 \$69.95

Generation X

Americans Born 1965 to 1976, 5th Edition

New Strategist Editors

(324 pp., paperback, ISBN 978-1-935114-16-1; July 2009) Item #2221 \$69.95

The Baby Boom

Americans Born 1946 to 1964, 6th Edition

Cheryl Russell

(324 pp., paperback, ISBN 978-1-935114-17-8; July 2009) Item #2222 \$69.95

Older Americans

A Changing Market, 6th Edition

New Strategist Editors

(374 pp., paperback, ISBN 978-1-935114-26-0; July 2009) Item #2223 \$69.95

Order all four updated volumes in the American Generation Series and Save \$10

4 Volume set Item #2392 \$265

Research Alert Yearbook, 2010 edition

from EPM Communications, Inc.

For nearly 20 years, astute market researchers have relied on the *Research Alert Yearbook* to track emerging trends and for the data behind consumer spending and attitudes. Armed with the latest information reported in the 2010 edition, you will be able to adjust your marketing, advertising and promotions to today's marketplace realities.

The *Yearbook* draws from the pages of the respected EPM newsletters *Research Alert*, *Youth Markets Alert*, and *Entertainment Marketing Letter*. You'll benefit from experienced analysts' interpretation of the data showing what consumers are thinking, what they're doing, and where they're spending their time and money. You can discover:

- what consumers buy,
- where they spend their money,
- how to unlock the buying power of Hispanic, Black and Asian Americans,
- how to capitalize on the lucrative youth sector,
- which media they're turning to for entertainment, ads and information,

and more, all broken down into categories such as demographics, entertainment/media usage, consumer spending, health & wellness, and food & beverages.

You'll also find complete source information for each entry so you can follow up when you need to drill down on a specific topic. Plus, hundreds of easy-to-read charts, tables and graphs provide instant reference points for your proposals, sales materials, and business development projects.

(approx. 350 pp., paperback report, ISSN 11542-9172; March 2010) Item #2338 \$329



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UPDATED FOR 2010!

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Traditional Outdoor

- Bus Bench • Bus Shelter • Telephone Kiosk • Transit • Mobile Advertising • Taxi • Outdoor Advertising
- Electronic Marketing • Vehicle Wraps • Digital Media • Sampling/Street Teams • Aerials/Inflatables

(December 2009) Item #2272 \$448

New for 2010

Household Spending

Who Spends How Much on What, 14th edition

New Strategist Publications

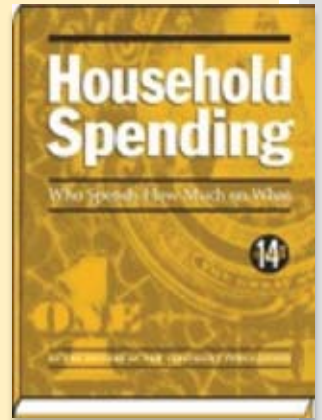
If Americans buy it, you can probably find out how much they're spending on it in the all-new 14th edition of *Household Spending: Who Spends How Much on What*.

Widely praised when the first edition appeared in 1991, this unique resource gives you the latest dollar-for-dollar answers to the questions Who buys? What do they buy? How much do they spend? It also gives you market shares and spending indexes, valuable additions that add depth to your research.

Based on unpublished data collected by the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey, *Household Spending* examines how much American households spend on hundreds of products and services by the demographics that count—age, income, household type, region of residence, race and Hispanic origin, and educational attainment.

The products and services are organized into chapters on:

- **Apparel** Clothing for men, boys, women, girls, and children under age 2. Includes material for making clothes, jewelry, watches, professional laundry and dry cleaning.
- **Entertainment** Admission to sports events, movie and theater tickets, television, radio, sound equipment, toys, photographic equipment, etc.
- **Financial Products and Services** Gambling losses and legal fees, child support and alimony, life insurance and pension, taxes, etc.
- **Food and Alcohol** Groceries, or food consumed at home, which includes cereals and bakery products, meat, poultry, fish, eggs, dairy products, fruits and vegetables, sugar and other sweets, fats and oils, etc. The section on food consumed away from home looks at spending on breakfast, lunch, dinner, and snacks in restaurants, carry-outs, etc.
- **Gifts** Gifts to people in other households of food, alcoholic beverages, housing, apparel, transportation, health care, entertainment, education, etc.
- **Health Care** Health insurance, medical services, drugs, and medical supplies.
- **Household Furnishings, Services, and Supplies** Personal and other household services such as elder care, lawn care service, etc.; laundry and cleaning supplies; postage and stationery; sheets, towels, and other household textiles; furniture; rugs; major and small appliances; and miscellaneous equipment such as power tools, smoke alarms, and luggage.
- **Shelter and Utilities** Spending on maintenance and repair, property taxes, utilities, etc. for owned and rented dwellings.
- **Personal Care, Reading, Education, and Tobacco** Hair care products, cosmetics and perfume, electric personal care appliances, newspapers and magazines, school tuition and books, and cigarettes.
- **Transportation** Vehicle purchases, gasoline and motor oil, vehicle finance charges and insurance, maintenance and repairs, public transportation, etc.



(614 pp., hardcover,
ISBN 978-1-933588-98-8;
December 2009)
Item #2266 \$125

(614 pp., paperback,
ISBN 978-1-933588-98-8;
December 2009)
Item #2266-P \$94.95



Forthcoming from Paramount

PMP's bestselling author of *Why People Buy Things They Don't Need*, **Pamela Danziger**, will be back in the mid-part of 2010 with a new book that describes how the luxury market has changed since the recession and what steps companies that market luxury goods and services must take to compete. She talked with Doris Walsh, our editorial director, about her forthcoming book, *Putting the Luxe Back In Luxury*.

DW: I know you have been researching the luxury market extensively. What is the main change you see?

PD: Once the current recession is over, the luxury consumer market is going to be very different from the way it was during the boom years. People have a new value system that rejects rampant materialism. I think it will last. The new generation of consumers is thinking about the future and learning that conspicuous consumption is not the way to grow wealth, to achieve happiness, or to make their lives more meaningful.

DW: If people are rejecting materialism, what replaces it?

PD: Affluents who have much are giving back, doing good, and taking concrete steps to make the world a better place.

DW: That seems like good news. But what does it mean for the market for luxury goods?

PD: One of the shifts we see is that luxury consumers expect the brands and retailers they support to be good stewards of the environment and good citizens of the world. So that's one thing to think about. Also, by a wide margin, affluent consumers choose experiences over "stuff." Fifty-two percent say travel, dining, and entertainment are luxury purchases that give them the most satisfaction. Twenty-five percent say it's their luxury home that gives them satisfaction, and 15 percent mention personal luxuries such as fashion and jewelry.

DW: So the challenge for luxury marketers is?

PD: To put the luxe back in luxury by integrating the new psychology and changing demographics into their business and strategic planning; to find unique ways to innovate their brands and messages; and to inspire consumers to spend their time and money to establish a relationship with the brand.

These are the prime messages in my new book, which explores all these principles in much greater detail and will include interviews with many luxury product and service retailers.

You can see more of Pam's early thoughts on the changing luxury market by going to her website www.unitymarketingonline.com.

Reserve Your Copy of *Putting the Luxe Back in Luxury* today and get a FREE copy of *Why People Buy Things They Don't Need*, right now.

Be the first to know

about the release of *Putting the Luxe Back in Luxury* and other forthcoming books from Paramount Market Publishing—go to www.paramountbooks.com and opt-in to our email updates.

"For marketers who want to go beyond the numbers." —Joe Walsmith, Chairman, Willits Design

Why People Buy Things They Don't Need

Revised Edition

Pamela N. Danziger

Pam Danziger is the authority on discretionary and luxury spending in the U.S. Here, she focuses on the **37 categories** where discretionary spending is most likely, ranging from apparel to wall décor. She explains the **14 reasons** that people use to justify their purchases and adds many examples and case studies from the retail market to help readers understand how various retailers have responded successfully to these justifiers to attract more customers.

(286 pp., hardcover, ISBN 978-0-9725290-4-4; 2004) Item #1009 \$34.95

FREE with *Putting the Luxe Back in Luxury*

(approx. 200 pp., paperback, ISBN 978-0-9819869-4-4; August 2010) Item #1062 \$34.95



BEST-SELLER!

From best-selling PMP author Tom Asacker!

“For a 169 page, small format book, Tom Asacker’s *A Little Less Conversation* packs powerful profundity. In my last post I recounted the five major trends Tom foresees. Today I was planning on tackling his next profound topic: happiness. Since I just read Immanuel Kant’s treatise on happiness, my head is spinning too much to assimilate those two thinkers. However, I’ll take a shot at giving you enough to get your head spinning, too.”

—treypennington.com



A Little Less Conversation

Connecting with Customers in a Noisy World

It’s a noisy world out there—one where consumers have learned to tune out advertising messages, whether they are online or offline. Following on the success of his book, *A Clear Eye for Branding*, brand guru Tom Asacker says it is time to cut back on the conversation and focus on bringing value to the customer.

And value, for Asacker, is less about price and more about how the customer feels about a product or purchase. In Asacker’s

view, the endgame for a company is to provide customers with a happy experience, and to enhance their sense of worth and belonging. That takes a certain amount of collaboration and dialog with customers, talking with them not at them.

In his latest book, *A Little Less Conversation: Connecting with Customers in a Noisy World*, Asacker explains precisely how today’s successful brands are different from others and how they have found ways to connect with the customers’ mindset. He explains why customers have tuned out the irrelevant chatter of dispassionate messaging and uninspired employees and how organizations can change to focus on the customers, not their products or services.

Customers come to the marketplace looking for a sense of well-being, but their definition of well-being is subjective. Says Asacker, customers “not only want brands they choose to be reliable and fair, they also want them to look good, be good, and do good. They want to save time and money, but they also want to be uniquely acknowledged, involved, and engaged. To stay relevant, brands must evolve with customers’ evolving concept of value. . . . It requires vision, belief in collaborative innovation, empathy for the customer, and a passion for experimentation.”

Asacker’s conversational and witty writing style is easy to share with colleagues to get the conversation going about the new paradigm for branding.

(170 pp., paperback, ISBN 978-0-9781745-2-6; 2008) Item #1053 \$19.95

Also by Tom Asacker—

A Clear Eye for Branding

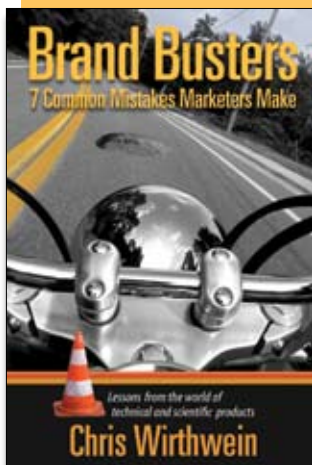
Straight Talk on Today’s Most Powerful Business Concept

(143 pp., paperback, ISBN 978-0-9725290-8-2; 2005) Item #1023 \$17.95



“Let me put it this way. With marketing budgets as thin as they are, if I were a business CEO or GM I’d make sure all my marketing guys read and carry around a copy of **Brand Busters**.”

—Joe Grant, President, Grant Consulting Associates, Inc.
Publisher, Grant’s Client Brief | www.joegrantconsulting.com



BRAND BUSTERS

7 Common Mistakes Marketers Make

Chris Wirthwein

No matter how good a marketer you are, it is easy to slide into behaviors that ultimately make your marketing less effective. Chris Wirthwein has identified the **seven most common mistakes** made by marketers of technical and scientific products and he explains how to avoid them. With wit and passion, he helps you learn how to overcome costly mistakes and how you can apply these practical tips, no matter what kind of product or service you are offering. You learn how to avoid the big mistakes and get on with efficient marketing and advertising.

(152 pp., hardcover ISBN 978-0-9801745-0-2; 2008) Item #1050 \$24.95

Read about the seven mistakes at www.paramountbooks.com.

MARKETING RESEARCH

Consumer Insights 2.0

How Smart Companies Apply Customer Knowledge to the Bottom Line

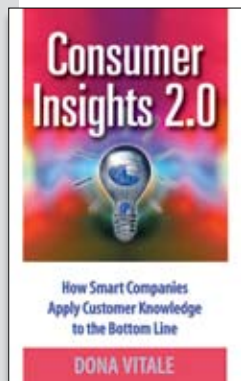
Dona Vitale

Consumer-goods companies need more than just traditional market research to make good strategic decisions. That's why many of them have created **departments of consumer insights**. This book reveals the characteristics of these new departments and their leaders. You'll discover how they contribute to customer knowledge that goes far beyond market research to help set strategy and develop new business opportunities. Based on more than 20 years of experience, Dona Vitale outlines:

- Characteristics needed by consumer insights specialists
- Techniques that help develop the insights
- Presentation tips to help a whole company get on board with new ideas.

Ms. Vitale also presents an enlightening case study from Dunkin' Donuts brand that makes it crystal clear how consumer insights can contribute to bottom line success. If you would like to be the market leader in your category or your company, this book will guide you every step of the way.

(150 pp., hardcover, ISBN 0-09766973-8-6; 2006) Item #1034 \$34.95



RECOMMENDED
by *Choice Magazine*

THREE Essential Guides for Moderators!

The Mirrored Window

Focus Groups from a Moderator's Point of View

Judith Langer

Judith Langer guides you to success step-by-step using real examples, from defining your project to writing a final report. Learn about timing for selecting a facility, scheduling groups, screening and re-screening respondents, conducting sessions, and reviewing results. In addition, she offers tips for making your focus group facility a regional star.

Get the most out of your sessions and research dollars, as a client or as a moderator, every time.

(272 pp., paperback, ISBN 978-0-9766973-3-6; 2005) Item #1003 \$34.95



BESTSELLER!

Moderating to the Max

A Full-Tilt Guide to Creative Insightful Focus Groups and Depth Interviews

Jean Bystedt, Siri Lynn, and Deborah Potts, Ph.D.

Detailed instructions for more than 20 techniques that will deepen focus group findings and bring life to a fading group. From perceptual mapping to personification, you will never again have to guess whether a technique is the right one for the occasion. This guide will enhance and broaden the work of those who already have a good foundation. With myriad examples and illustrations, the book's emphasis is on "play" and how fun exercises can inspire focus group respondents to reveal deeper motivations.

(156 pp., hardcover, ISBN 978-0-9725290-1-3; 2003) Item #1015 \$34.95



Dominators, Cynics, and Wallflowers

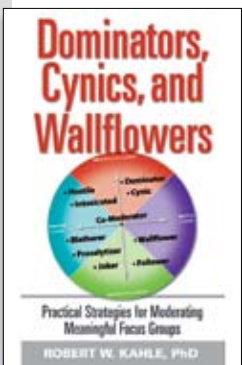
Practical Strategies for Moderating Meaningful Focus Groups

Robert W. Kahle, PhD

If you've ever been frustrated by a runaway focus group, you need Bob Kahle's field guide to the misbehavers! *Dominators, Cynics, and Wallflowers* will help you recognize ten basic bad actors and give you effective tools to quickly neutralize their hijinks. Improve your success in leading focus groups, or managing any small-group discussion, without resorting to a whip and a chair.

Bob Kahle is an expert at conducting focus groups, in-depth interviews, and surveys to get critical input from customers, suppliers, and thought leaders. Bob's workshops on handling problem behavior among respondents are among the most popular at QRCA chapter meetings and conferences. Includes six-card companion tool kit.

(144 pp., hardcover, ISBN 978-0-9786602-1-5; 2007) Item #1039 \$34.95



The Art of Strategic Listening

Finding Market Intelligence through Blogs and Other Social Media

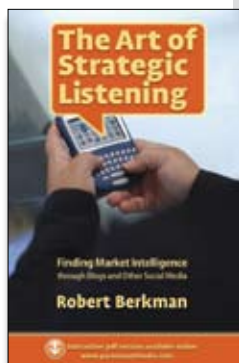
Robert Berkman

Are you Twittering? Are your competitors? Well, they must have bought this book in early 2008 when no one over 20 knew how to use it. Here's a guide that will help you participate in the conversation and still respect the privacy of your customers.

For marketers, public relations firms, strategic business analysts, and corporate planners, this book gives you everything you need to know to begin finding market intelligence in social media. You will learn to look for trends, distinguish a trend from a fad, and determine the credibility of the information you uncover. Whether your job is to actually set up systems for strategic listening or to manage those who will do so, *The Art of Strategic Listening* will help you better understand the systems and how to manage the information you acquire. Moreover, Berkman provides you with tips on organizing all the information you find to help you sift through it, locate just the valuable and relevant content, and reduce information overload. Your company should take advantage of the consumer and market intelligence available on the internet. This book will get you well on your way.

(264 pp., paperback, ISBN 978-09786602-7-7; 2008) Item# 1047 \$39.95

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Using Choice Modeling to Supercharge Your Business

Know What Your Customers Want, Know What You Can Do About It

Chris Diener

Choice modeling (sometimes called **choice-based conjoint analysis** or discrete conjoint analysis) isn't for everyone, but its wide range of applications can help many companies optimize their new products or existing product lines. It allows firms to increase competitiveness and profitability and can provide ROI analysis of marketing decisions before you finalize them. It tells you what kinds of trade-offs your customers may be willing to make and helps analyze those trade-offs.

With the aim of helping marketing managers better understand how it works and how it can make a company more competitive, Chris Diener takes the mystery out of choice modeling. Diener stresses that this research model more closely represents the actual decisions that customers make when they are considering purchases, especially of big-ticket items. His step-by-step analysis of the choice modeling process helps **uninitiated marketers** decide whether a choice modeling project is appropriate for their situation, helps **managers** explain it to their clients and colleagues, and helps **marketing executives** unlock the potential of their market research investment.

In the new global economy, it is critical to know as much as possible about what will cause customers to choose your products and services and stay loyal to you. This book will guide you in choosing a research strategy that is right for you.

(188 pp., hardcover, ISBN 978-0-9801745-1-9; 2008) Item #1052 \$39.95

Getting Started with Conjoint Analysis

Strategies for Product Design and Pricing Research

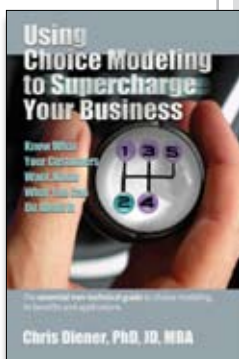
Bryan K. Orme

Ask people what they want, and they say, "the best of everything." Ask them what they'd like to spend, and they say, "as little as possible." Assessing consumer preferences and willingness to pay through direct rating scales, with separate questions about product features and prices, often fails to capture the trade-offs that underlie consumer choice.

Conjoint analysis goes beyond simple surveys, providing a more realistic approach to understanding consumer attitudes, opinions, and behavior. Introduced as a fundamental measurement method more than forty years ago, conjoint analysis presents combinations of features or attributes in product profiles and asks people to rank or rate or to make choices among them.

(210 pp., paperback, ISBN 978-0-9727297-7-2; 2010) Item #3097 \$40

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NEW EDITION



Listening in on Mickey Brazeal

In early 2009, PMP published a book called **RFID: Improving the Customer Experience**. In dozens of subsequent conversations we find that many marketers still don't "get" how RFID might fit into their strategies. So we sat down with Mickey Brazeal, the author, to ask him why he thinks RFID is an important part of the marketing future.

Why did you want to write a book about RFID? Isn't that a fairly technical subject for a guy who specializes in marketing communication?

The future of marketing is relationship marketing. Blind brand marketing to a mass media audience gets more expensive and less effective every year. It's easiest to do relationship marketing in the Internet environment, because you know where things are. You know where customers are, where products are, where critical services are, and where information is.

With RFID, you also can know where things are *in the physical world*—on the retail sales floor for instance. You can know that the size 6 skirt in navy blue got left in the fitting room, in time to make the sale. With permission, you can also know who the customer is, and make individualized offers to each different customer. Why should you put the same things on sale for everybody? Everybody doesn't want the same things. With RFID, you can do the kind of one-to-one marketing that the Internet has established as the acceptable standard, in the rough and ready physical world.

What about health care?

Medical records on an RFID ID card get you into the hospital without the current painful delays. Tags on shared equipment like wheelchairs and respirators let nurses and therapists share them—for quicker treatment and lower costs—instead of hiding them the way they do today. Tags on pill bottles can stop the epidemic of mis-medication that kills thousands of patients per month. Tags on pills from the manufacturer can dry up the lucrative and harmful trade in counterfeit medicines.

Green applications?

There are hundreds. RFID tags on plastics make it possible to sort different kinds automatically, and for the first time, plastic recycling is worth what it costs. RFID tags on components inside machines will let you re-use hundreds of parts that get thrown away in electronics, even as others just like them are being manufactured.

So when is all this going to happen?

I think the tipping point comes when RFID goes into **cell phones**. You can use RFID to put a credit card—or a dozen credit cards—in your phone. Your phone can be your bus ticket or your ticket to the Bulls game. You can use your phone to identify a product on the shelf, and compare its price in other nearby locations. When your cell phone becomes a search engine for things in the physical world, life gets easier, the customer experience gets better and relationship marketers can do a better job than they've ever done before.

LIKE BARCODES ON STEROIDS

RFID: Improving the Customer Experience

One-to-One Marketing in Real Time

Mickey Brazeal

There's no question that the customer should be king these days, but many companies have trouble finding ways to improve the customer experience. Author Mickey Brazeal says one solution is new and expanded uses of RFID (radio frequency identification). From product and food safety to cutting the costs of health care and bringing point of sale to the shopping cart, Brazeal explains how RFID will improve the customer experience, while introducing efficiencies to the marketplace.

What the technology can do. Think about the efficiency of finding an item, like a piece of lost luggage, without having to take the time to examine every bag and tag. Or, what would happen if a customer looking for a certain size and style in the apparel store could instantly know whether it was available and where it was in the store. Think of how reassured customers could be if they knew exactly where their vegetables and meat came from and whether they had been adequately temperature controlled on the way. Think of how much hospitals could save if, instead of duplicating equipment like wheelchairs and other more costly equipment, staff just knew the location and availability of every one they already own. Think how much more material could be kept out of landfills if it were easier to sort and reuse materials. These are just a few of the uses of RFID that Brazeal describes.

But what about privacy? Brazeal tackles the subject of privacy head on with a chapter that discusses how companies can use RFID to benefit customers while still respecting their privacy. The future of RFID is limitless. With many examples and "what ifs," Brazeal challenges his readers to think about how RFID can improve the customer experience in countless ways. The book includes an appendix to help the uninitiated learn how RFID works and a detailed bibliography for further reading.

(272 pp., hardcover, ISBN 978-0-9801745-3-3; 2009) Item #1054 \$39.95

Outsmart the MBA Clones

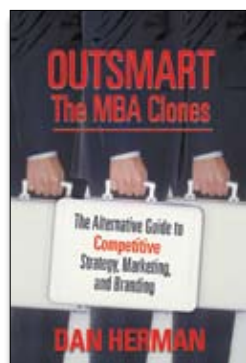
The Alternative Guide to Competitive Strategy, Marketing, and Branding

Dan Herman

Most marketers today are MBA graduates who tend to think and operate in typical and predictable ways—you might call them MBA Clones. You can take advantage of their biases and outsmart them. In this ground-breaking book, Dr. Herman reveals the secret of successful differentiation that is not imitated and he also supplies you with a comprehensive set of practical rules and tools that will enable you to make an unfair advantage your reality.

Using examples from top businesses around the world, Dr. Herman offers a business-oriented point of view that is fresh and different, and even humorous at times. This book will turn your thinking inside out, yet everything in it is practical and easily applicable in any kind of business.

(272 pp., hardcover, ISBN 978-09786602-8-4; 2008) Item #1048 \$39.95



Licensing Business Handbook

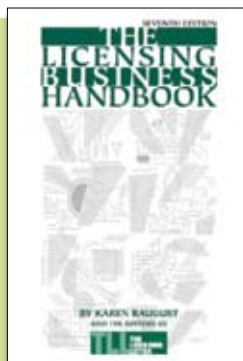
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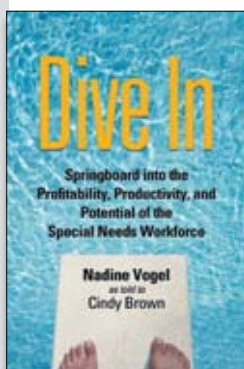
Maximizing Profits Through Effective Online Research Design

Brian Cooper and Maria Philips

Researchers and marketers who use this book will find many different benefits. A marketer may ask how to properly display a scale on a screen. Others will ask about the technology survey engines being used today. Professional researchers might be challenged by the impact of using colors in scales in different countries. Most readers will benefit by searching for a specific research topic to address the matter at hand. A critical feature is an evaluation of the various survey tools available in the market.

Custom Surveys acts as a comprehensive guide to cost effectively managing a survey and covers everything from the evaluation of a research program to the actual output and analytics of the research. It can be used as a reference for specific market research needs as well as an instructional tool to educate readers interested in doing market research. Marketers or researchers who read through this entire book will become familiar with the requirements of conducting research on a minimal budget.

(approx. 200 pp., paperback, ISBN 978-0-9819869-3-7; May 2010) Item #1061 \$34.95



Dive In

Springboard into the Profitability, Productivity, and Potential of the Special Needs Workforce

Nadine O. Vogel as told to Cindy Brown

Looking for the perfect employee? Nadine Vogel urges you to consider the **special needs workforce**—people with disabilities, parents of children with special needs, and older workers.

In her opening chapter, Vogel cites these facts about **people with disabilities**:

- They are more likely to stay with an employer than their non-disabled counterparts. Older workers also have reduced turnover rates.
- They consistently meet or exceed job performance and productivity expectations.
- They have a well-deserved reputation (backed up by research) for innovation. Accustomed to adapting, they are often quick to troubleshoot, formulate new ideas, and adopt cutting-edge solutions.
- Their absentee rates are lower than “typical employees.”

In this readable book, Vogel takes you through what you need to know to make the most of this creative workforce. The book includes a directory of resources as well as interviews with executives from today's leading corporations showing best practices in the critical areas of dealing with disability in the workplace. Sidebars expose myths and stereotypes, provide disability etiquette advice, statistics, and specific best practices.

(144 pp., hardcover, ISBN 978-0-9801745-8-8; September 2009) Item #1060 \$32

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In 2010, the youngest members of the Baby Boom Generation (born in 1964) will celebrate their 46th birthdays, while the oldest boomers (born in 1946) will turn 64. To learn more about Leading Edge Boomers and their counterparts turn to **page 12**.

Did you know?

The Millennial generation numbers **76 million** and accounts for **25 percent** of the total population—almost equal to the Baby-Boom's share. The **iGeneration** (children under 16) already numbers more than **57 million** and accounts for another **19 percent** of the population. To learn more about what the future holds for America's youngest consumers check out the **American Generations** series on **page 14**.

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