

WHAT'S NEW IN Marketing?



What's inside—

Books for Every Marketer's Shelf

- Multicultural Marketing
- Brand management
- Youth Marketing
- Boomers and older consumers
- Shopping behavior
- Focus Group research

Updated for 2009

- Out-of-Home Advertising

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New this time from PMP!
 Details inside . . .



Hip-Hop has become a dominant social and economic force, building brands, and directly or indirectly influencing the aspirations and behavior of consumers of all ages. Learn about market segments that have grown out of this urban-born culture . . . see page 3.

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!*

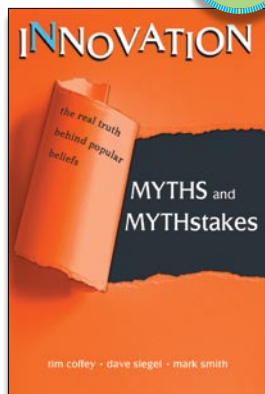
And many more . . .

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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NEW!

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 preference barriers have been torn down, and marketing to these attributes isn't all that important anymore.

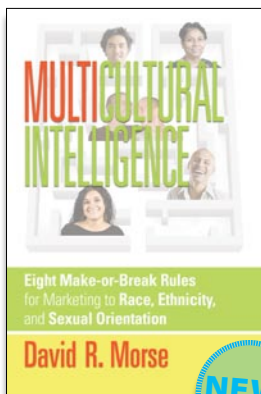
This book takes the position that instead of getting pushed to the background, multicultural segmentation needs to become more sophisticated, and take its rightful place—front and center.

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

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NEW!

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The 2009 Multicultural Marketing Directory is the only source for leading companies tailoring ads to the Hispanic/Latino, Asian American, African American and Gay and Lesbian communities.

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With the online edition, you will be kept up-to-date because the online database is refreshed frequently with the most current information available. Own the power to target and build lists with multiple criteria. Drill down to the information you need in seconds. Download your results including personnel name, title, company name, address and phone number formatted for mail merge.

Lists can be generated by multicultural community, company type, services, clients, media type, job function or title, company name and much more.

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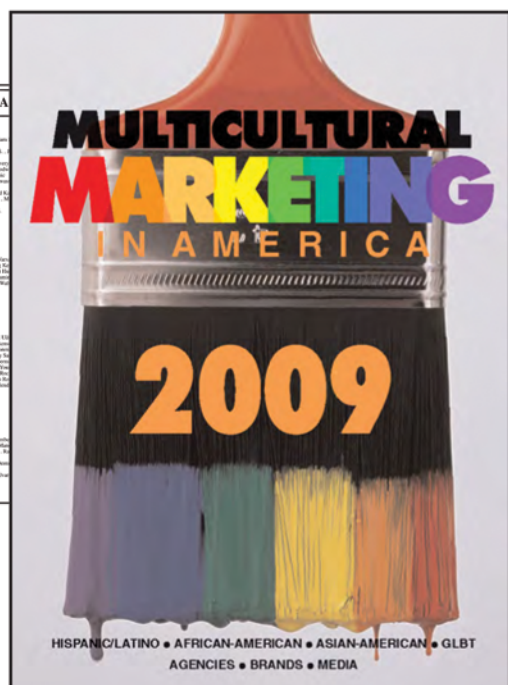
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Client/Brand	ALPHABETICAL INDEX
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"If there are any marketers out there that still think they can ignore the urban market they'd better think again. As Hip-Hop culture and its influence has poured 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, Sr. 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



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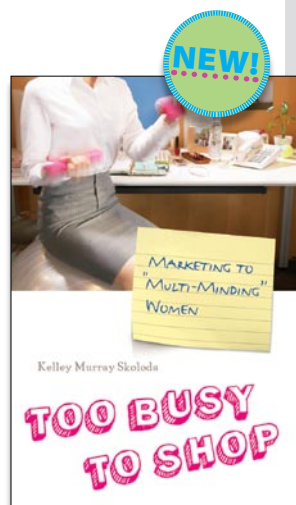
Marketing to Multi-Minding Women

Kelley Murray Skoloda

A **multi-minding** woman, even if she appears to be relaxing in front of a late-night television show, reading a magazine in the pediatrician's office, or tackling a complicated analytical study at work, is at the same time thinking about and preparing for the other dimensions of her life. She's weighing the benefits of changing her 401k plan, plotting out her organic vegetable garden, ticking off birthday-party logistics, and longing for a neck massage. That's why one study shows women feel they are "packing 38 hours of activity into a 24-hour period." Studies also show that most women feel marketers ignore their needs. That's a big mistake considering women spend \$3.3 trillion annually on consumer products.

This book explains what marketers need to know about multi-minding and its implications for companies seeking to speak to women buyers. Besides theory and insight, readers get how-to tips and action items designed to ensure women view their brands favorably and "hear" the marketing message. The book also contains insiders' views of some of the most successful marketing-to-women campaigns of recent times.

(160 pp., hardcover, ISBN 978-0-313-35487-8; 2009) Item #3150 \$34.95



Coming in August — Reserve your copy today!

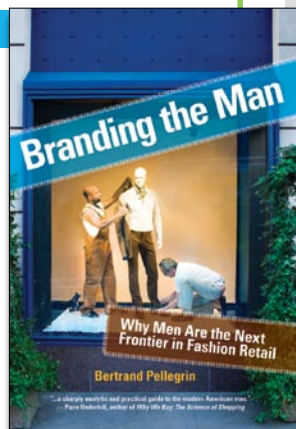
Branding the Man

Why Men Are the Next Frontier in Fashion Retail

Bertrand Pellegrin

The design and branding of a men's store ought to make men want to go shopping. *Branding the Man* offers retailers, buyers, and marketers strategic solutions to revolutionize men's retail using relatively simple conceptual strategies. Author Bertrand Pellegrin applies his years as a retail strategist to help retailers understand classic men's environments—those where men are most naturally inclined to spend time—and leverage the opportunities that arise from these "comfort zones" to engage and sell to the male customer. *Branding the Man* immerses the reader in a discussion of men's retail environments spanning every level: store design, buying/sourcing, merchandising, marketing and advertising, and promotion. You'll find practical ideas and concepts that have applications across a wide spectrum of products from consumer electronics, fashion, and automobiles, to everyday commodities and consumer goods. A provocative look at what makes a guy buy and concrete solutions to help retailers attract this elusive market.

(224 pp., hardcover, ISBN 978-1-58115-663-8; August 2009) Item #3154 \$27.50



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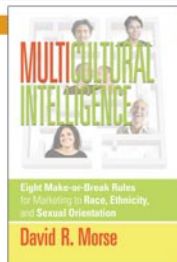
NEW!



By **David Morse**, President and CEO of New American Dimensions

Multicultural Intelligence

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



SPECIAL OFFER
See page 1

The 85% Niche

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



Miriam Muléy

WITH A FOREWORD BY GARY L. COWGER
Group Vice President, General Motors Corporation

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 groundbreaking 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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PMP author, Miriam Muléy addressed a crowd of nearly 500 at **Ethnic Marketing Solutions' Latinas & Power Symposium** in Hartford, CT. Pictured here with keynote speaker **Rosie Perez**. The event also featured an appearance by U.S. Senator for Connecticut, **Christopher Dodd**.



Recommended "for all collections" by *Choice Magazine* (September 2008)

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

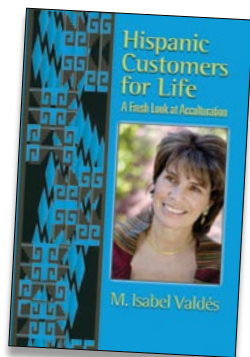
This ground-breaking book explores the "Hispanic generational crossover," providing insights, data and tools to manage the generational and acculturation differences among U.S. Hispanics, immigrants and their U.S. born offspring.

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.

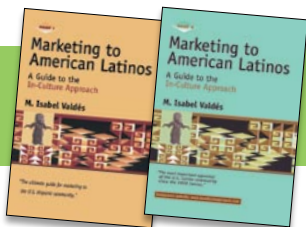


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Also by Isabel Valdés—

Marketing to American Latinos, Parts 1 & 2

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



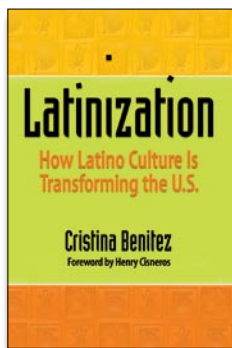
Latinization

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; 2007) Item #1044 \$24.95



What's Black About It?

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

Pepper Miller and Herb Kemp

At last! 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.

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



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www.targetmarketnews.com



From best-selling PMP author Tom Asacker!

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.

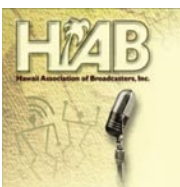
(170 pp., paperback, ISBN 978-0-9781745-2-6; 2008) Item #1053 \$19.95

Also by Tom Asacker—

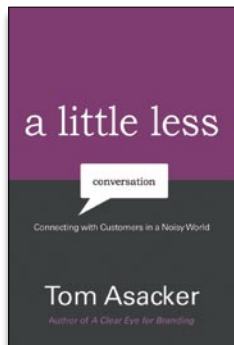
A Clear Eye for Branding

Straight Talk on Today's Most Powerful Business Concept

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



Tom was a featured speaker at the 2009 annual meeting of the Hawaii Association of Broadcasters, at Waikiki.

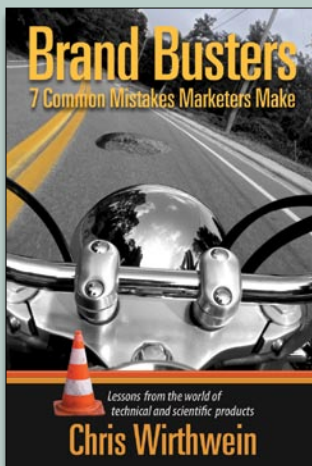


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"Let me put it this way. With marketing budgets as thin as they are, if I were a business CEO or GM I'd make sure all my marketing guys read and carry around a copy of *Brand Busters*."

—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.

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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 groundbreaking 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

Using Choice Modeling to Supercharge Your Business

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

Chris Diener

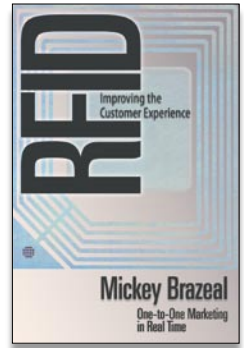
Choice modeling (sometimes called **choice-based conjoint analysis** or discrete conjoint analysis) isn't for everyone, but its wide range of applications can help many companies optimize their new products or existing product lines. It allows firms to increase competitiveness and profitability and can 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.

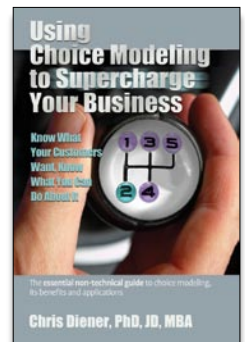
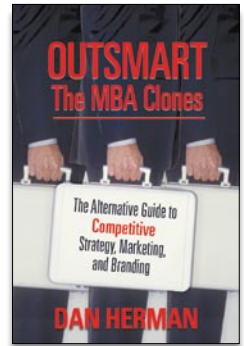
As competition heats up among both domestic and global companies, it is critical to know as much as possible about what will cause customers to choose your products and services and stay loyal to you. This book will guide you in choosing a research strategy or company that is right for you.

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

New from PMP!



Mickey Brazeal will speak about potential RFID applications at the **CRM Evolution 2009** (customer relationship management) conference, August 24-26 at the Marriott Marquis in New York.



MARKETING TO THE

RECOMMENDED
by Choice Magazine



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

—Donna Sabino,
Research Director,
Nickelodeon

"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

The Kids Market

Myths and Realities

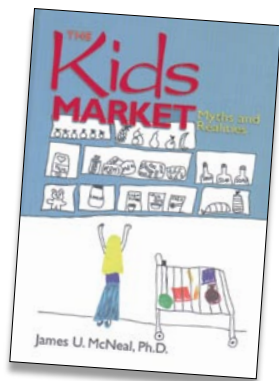
James U. McNeal

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; 1999)
Item #1001 \$54.95



Marketing to the New Super Consumer: Mom & Kid

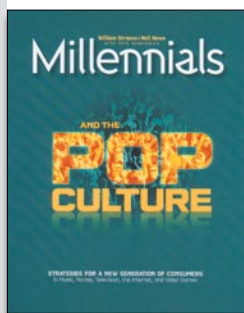
Tim Coffey, David Siegel, & Greg Livingston

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



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



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

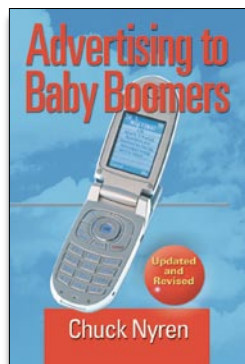
GENERATIONS

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



Marketing to Leading-Edge Baby Boomers

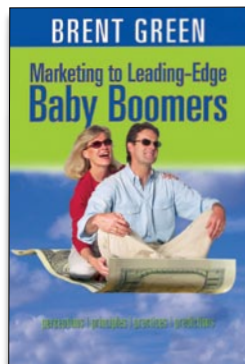
Perceptions, Principles, Practices, Predictions

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



Baby Boomers and Their Parents

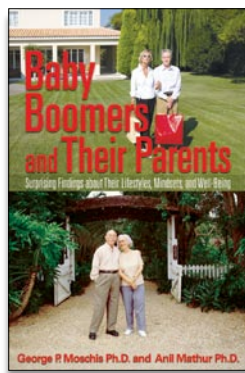
Surprising Findings about Their Lifestyles, Mindsets, and Well-Being

George Moschis PhD & Anil Mathur PhD

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 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



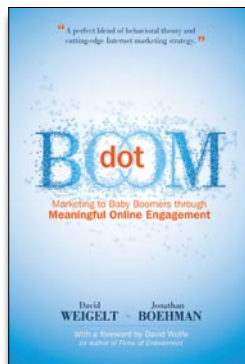
Dot Boom

Marketing to Baby Boomers through Meaningful Online Engagement

David Weigelt and Jonathan Boehman

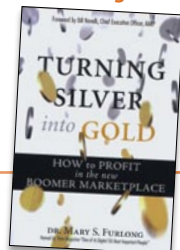
If you wish to connect with Baby Boomers online, we suggest you stop what you are doing right now and order this book. It provides the actionable framework you need to strategically plan engaging boomer-focused online campaigns. *Dot Boom* examines consumer behavior through the lenses of **Developmental 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 978-0-980211832; 2009) Item# 3155 \$28

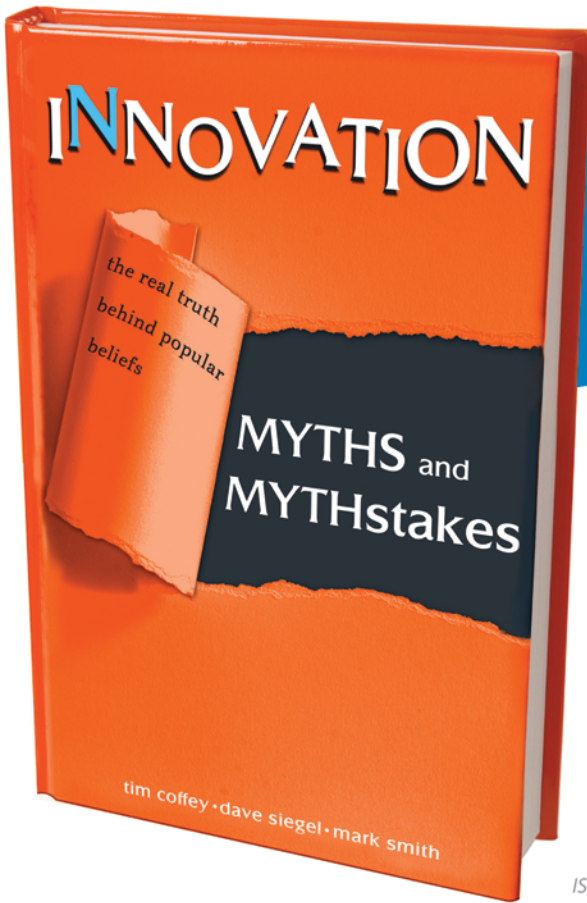


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The Art of Strategic Listening

Finding Market Intelligence through Blogs and Other Social Media

Robert Berkman

Information specialist Robert Berkman explores what you can gain from listening in to blogs and other social media, as well as the ethics of such listening, and he gives step-by-step guidance for setting up different kinds of monitoring systems such as alerts and RSS feeds, among others. Drawing on his training as a journalist and researcher, he also provides tips on assessing the credibility of the sources you are monitoring.

And what about information overload?

If you are listening to hundreds or perhaps thousands of different conversations, how can you organize them and make sense of it all? Berkman attacks the overload problem, saying that while you must simply accept the fact that you can't follow it all, you can make strategic decisions about how and where to find what he calls the "key conversations" and "influentials" that truly impact your firm and industry—and how to filter out the less relevant and trivial discussions.

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.

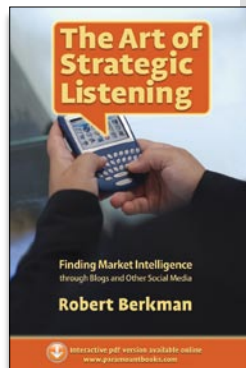
(264 pp., paperback ISBN 978-09786602-7-7; 2008) Item # 1047 \$39.95

Also Available as an Interactive PDF File

An interactive PDF of the book with links to all websites mentioned as well as numerous online tools and tutorials to help you set up strategic listening systems is available **exclusively from PMP**. This interactive edition allows you to search the book as well as to easily access the sources mentioned in it.

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

Why People Buy Things They Don't Need

Pamela N. Danziger

Pam Danziger is the authority on discretionary and luxury spending in the U.S. Here, in this PMP classic, 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-13: 978-0-9725290-4-4; 2004) Item #1009 \$34.95

Shopping

Why We Love It and How Retailers Can Create the Ultimate Customer Experience

Pamela N. Danziger

Today's shoppers are looking for more than just a selection of merchandise at rock bottom prices—they want great value, great quality, but most of all, a sublime shopping experience.

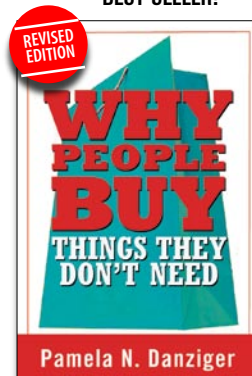
Based on extensive quantitative and qualitative research among a variety of consumers and retailers, Danziger explains the true passion of shoppers, what they value in a shopping experience, and how they view the world of retail.

- Find out why the Emotion factor is the most important for marketers and retailers, and how it can be used to influence customers.
- Focus on the traits and preferences of the five types of shoppers you want in your store.
- Discover seven critical themes for creating a store that really pops.
- Learn how to make sense of all the data and apply five essential principles to transform your retail environment.

Through it all, Danziger shares a variety of successful retail profiles from retail giants such as The Apple Store, Target, Nordstrom, QVC, and Barnes & Noble, to small independent stores all over the country. Armed with these new insights, retailers large and small will be better prepared to win customer loyalty by creating the ultimate customer experience.

(291 pages; hardcover; ISBN 1-4195-3636-2; 2006) Item #3112 \$27

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(250+ pp., paperback book and CD-ROM, ISSN 1539-7386;
May 2009) Item #3156 \$474

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



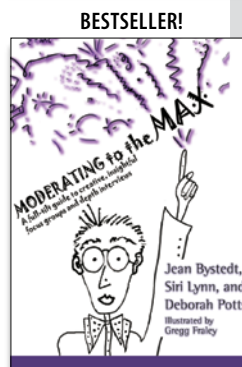
Moderating to the Max

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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



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Dominators, Cynics, and Wallflowers

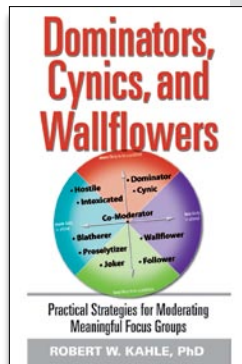
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Robert W. Kahle, PhD

If you've ever been frustrated by a runaway focus group, you need Bob Kahle's new 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



Consumer Insights 2.0

How Smart Companies Apply Customer Knowledge to the Bottom Line

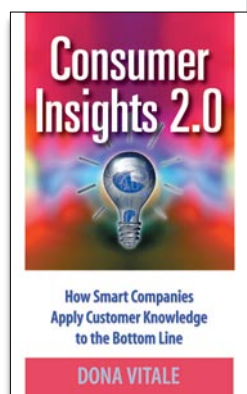
Dona Vitale

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 0-9766973-8-6; 2006) Item #1034 \$34.95



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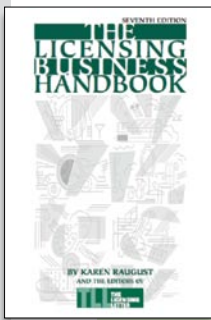
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Licensing Business Handbook

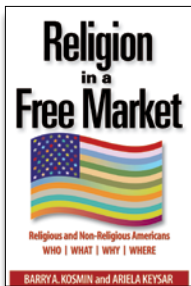
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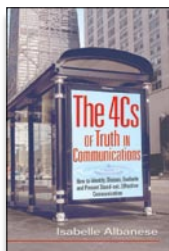
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Barry A. Kosmin and Ariela Keysar

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(320 pp., hardcover, ISBN 978-0-9766973-6-7; 2006) Item #1032 \$49.95



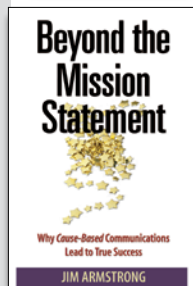
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Isabelle Albanese

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(132 pp., hardcover, ISBN 978-0-9786602-2-2; 2007) Item #1042 \$24.95



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(180 pp., hardcover, ISBN-13: 978-0-9671439-0-3; 2002) Item #1007 \$49.95



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Nadine O. Vogel as told to Cindy Brown

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

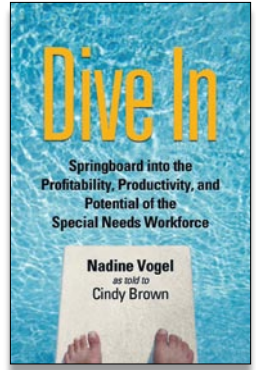
- They are more likely to stay with an employer than their non-disabled counterparts. Older workers also have reduced turnover rates.
- They consistently meet or exceed job performance and productivity expectations.
- They have a well-deserved reputation (backed up by research) for innovation. Accustomed 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.

(approx. 180 pp., paperback, ISBN 978-0-9801745-8-8; September 2009) Item #1060 \$26

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