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Millennial Marketing: Bridging The Generation Gap: How Businesses And Brands Can Better Connect With And Engage Gen X/Y/Z, Baby Boomers And More



Synopsis

zOMG! Millennials, or Gen Yers â “ people aged 19-34 â “ are now Americaâ ™s largest generation, and many quickly becoming parents themselves. Those looking to inspire and motivate these individuals must learn to communicate in vastly different ways than with the generations before. An expert guide to more effectively connecting and engaging with individuals of all ages - including those who've grown up in a 24/7 connected online world - MILLENNIAL MARKETING: Bridging the Generation Gap reveals how to communicate and build businesses and brands that resonate in the online and social era. In MILLENNIAL MARKETING: Bridging the Generation Gap, youâ ™ll not only learn how to better engage tomorrowâ ™s leaders, but also communicate with and capture the interest of individuals from every generation â “ including Baby Boomers, Silents and Gen X/Y/Zers as well. Inside, research and interviews with the fieldâ ™s leading experts provide must-see hints and tips on how to: â ¢ Communicate with Every Generationâ ¢ Market and Promote in a Digital + Social Worldâ ¢ Build Greater Teamwork and Accountabilityâ ¢ Train Tomorrowâ ™s Leadersâ ¢ Create Legions of Raving Fans Want to better engage a changing workforce? Build the kind of brand they canâ ™t stop talking about? Let MILLENNIAL MARKETING be your guide to getting your message heard.

Book Information

File Size: 861 KB

Print Length: 86 pages

Simultaneous Device Usage: Unlimited

Publisher: READ.ME (September 12, 2016)

Publication Date: September 12, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B01L82JILA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #264,261 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #121

inÂ Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Consumer Behavior

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