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Neil Fiske's book "Trading Up" shows that the tastes and preferences of American middle-market consumers are changing.

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A guide on how businesses can profit from middle-market revenues reveals what motivates customers, identifies accessible luxury items, and shares the success stories of several "New Luxury" companies.

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luxury goods only Kendall-Jackson premium wines. Or a construction worker splurges on a \$3,000 set of Callaway golf clubs. In dozens of categories, these new luxury brands now sell at huge premiums over conventional goods, and in much larger volumes than traditional old luxury goods. Trading Up has become the definitive book about this growing trend.

The must-read summary of Michael Silverstein and Neil Fiske's book: "Trading Up: Why Consumers Want New Luxury Goods - And How Companies Create Them". This complete summary of the ideas from Michael Silverstein and Neil Fiske's book "Trading Up" shows that the tastes and preferences of American middle-market consumers are changing. More and more, they are becoming willing to "trade up" in some areas – to pay a premium price for products and services

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that provide a greater level of quality than typical mass market offerings. As a result, a new concept is emerging in the marketplace: "New-Luxury". In their book, the authors explain that new-luxury products break the traditional norms of the past and sell at comparatively high volumes, despite their relatively high prices. This summary is a must-read for both marketers and consumers who want to become smarter in an increasingly sophisticated marketplace. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Trading Up" and discover the new-luxury products that will change the way you think about the marketplace.

In Women Want More, Michael

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Silverstein and Kate Sayre, two of the world's leading authorities on the retail business, argue that women are the key to fixing the economy. Based on a groundbreaking study and offering tremendous insight into the purchasing habits and power of women, *Women Want More* doesn't just offer a glimpse into consumer behavior; it reveals what consumer behavior says about human psychology and desire.

The essential follow-up to the *BusinessWeek* bestseller *Trading Up* A BMW in a Costco parking lot? A working class family with a 50-inch plasma TV? What's going on in the mind of the new consumer? Today's consumers can seem impossible to understand, and even harder to please. For instance, the average mall shopper will spend about \$100, then leave when she hits that limit. She'll probably

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buy shoes rather than clothing, because she doesn't want to think about her dress size. And the store most likely to get her money isn't the one with the nicest display or the deepest discounts-it's the one closest to her parking spot. In his consulting with dozens of leading companies, Michael J. Silverstein has interviewed thousands of customers, extracting fascinating patterns about what really drives their purchase decisions. His first book, the acclaimed bestseller *Trading Up*, has taught a generation of marketers about the "new luxury" phenomenon, and why consumers will happily pay a steep premium for goods and services that are emotionally satisfying, from golf clubs to bathroom fixtures to beauty products. But *Trading Up* revealed only part of the story of the new consumer. The same middle-class people who are happily trading up at Victoria's Secret and Panera are going on

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treasure hunts at Costco and Home Depot. And they are often getting as much emotional satisfaction in the discount stores as in the luxury stores. TREASURE HUNT shows how even the most mundane shopping-for things like paper towels and pet food-has become an adventure rather than a tedious chore. In just about every category, both the high end and the low end are growing and innovation- rich. Many middle-class consumers gladly spend \$5 a day for a Starbucks venti latte; others spend forty cents a day on home-brewed coffee, feel good about their frugality, and save up the difference to buy Apple's newest Nano. TREASURE HUNT explains the success of companies as diverse as Dollar General, H. E. Butt, eBay, Commerce Bank, and Tchibo. But beware: in our bifurcated global market, businesses need a clear strategy for aiming high or low, while avoiding the

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treacherous middle, where so many have recently stumbled. If your offering isn't exciting enough to inspire trading up, but not enough of a bargain to satisfy the treasure hunters, you'll have no emotional connection with your target audience. And then, as many fallen companies have discovered, your tried-and-true marketing strategies will go into a severe stall.

TREASURE HUNT takes us into the homes of real people making real decisions, and into the CEO's offices of innovative companies finding new ways to accommodate them. Written with the same flair, empathy, and intelligence that made Trading Up an instant classic, this is an essential guide to the moods and habits of the constantly changing consumer.

Using concepts from semiotics, psychoanalytic theory, sociology, and Marxism, this book analyzes the role of

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luxury in American consumer culture. It offers case studies that deal with how our love of luxury affects our choices of automobiles, homes, restaurants, cruises, department stores, and hotels. It also adopts a global perspective and features analyses of luxury in China, Iran, Germany, Monaco, Russia, and Turkey by scholars from those countries.

Rocket tells the story of how sixteen remarkable business leaders created great brands. Leslie Wexner tells you how he turned a two-store chain into a \$6.5 billion worldwide brand called Victoria Secret, and Howard Schultz shares how he took his passion for a little coffee shop in Seattle and grew it into a 22,000-store chain, just to name two. Every story is connected to a “how-to” lesson, and by the end, you’ll have what you need to turn your best customers into apostles, cravers,

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and brand ambassadors. A must-have guide for everyone who wants to grow their business faster than a competitor, this authentic, vibrant, and engaging book brings you the latest practical techniques for knowing your customers' desires and behaviors in order to deliver intimately rewarding experiences every time they shop—including knowing what they need before they do. Included is a “self critique” to identify where you are currently before you transform your career and company by mastering how to:

- Create a demand-space map and predict how big a share of a demand space you can win with the proper mix of emotional and functional benefits satisfying the attributes of that space
- Determine a strategic direction for where to place investment bets, identify which brands are best suited to win, and which are most responsive to investment
- Deliver all the

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core benefits of a particular demand space in your product—from packaging, shelving, pricing, and promotion to message development, store operations, delivery, and employee engagement • Maintain a long-term vision to continuously quantify and modify for ongoing improvement, while using your successes to convert more champions along the way With Rocket, you can rise into a cycle of renewal, energy, and power that can launch startups to phenomenal success and turn around the fate of multinational corporations.

Pork dorks. Craftsters. American Girl fans. Despite their different tastes, these eclectic diehards have a lot in common: they're obsessed about a specific brand, product, or category. They pursue their passions with fervor, and they're extremely knowledgeable about the things they love.

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They aren't average consumers—they're superconsumers. Although small in number, superconsumers can have an outsized impact on a company's bottom line. Representing 10% of total consumers, they can drive between 30% to 70% of sales, and they're usually willing to spend considerably more than the average consumer. And because they're so engaged and passionate, they can offer invaluable advice to managers looking to improve their products, change their business models, energize their cultures, and attract new customers. In Superconsumers, growth strategy expert Eddie Yoon lays out a simple but extremely effective framework that has helped companies of all types and sizes achieve more sustainable growth: he'll show you how to find, listen to, and engage with your most passionate and profitable consumers, and then tailor your

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decisions to meet their wants and needs.

Along the way, he'll let you into the minds and homes of superconsumers of all kinds, revealing what makes them tick and why they're willing to spend so much more than other consumers. Rich with data and case studies of companies that have implemented superconsumer strategies with great success, *Superconsumers* is a fun, practical, and inspiring guide for anyone interested in making their best customers even better.

Creating a financing proposal, describing the business's operations and goals, forecasting markets and sales, creating marketing and operating plans, obtaining financing from primary and secondary sources, and much more. This new edition also features a list of names and addresses of business and library resources, as well as web site addresses that are especially

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useful to small business owners. Titles in Barron's Business Library series are currently being revised and updated, and re-set in an attractive new paperback format. They are written especially for men and women starting a company or managing a small-to-medium-size business. Emphasis is on practical problem solving, and examples cited in these books are based on realistic business situations.

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