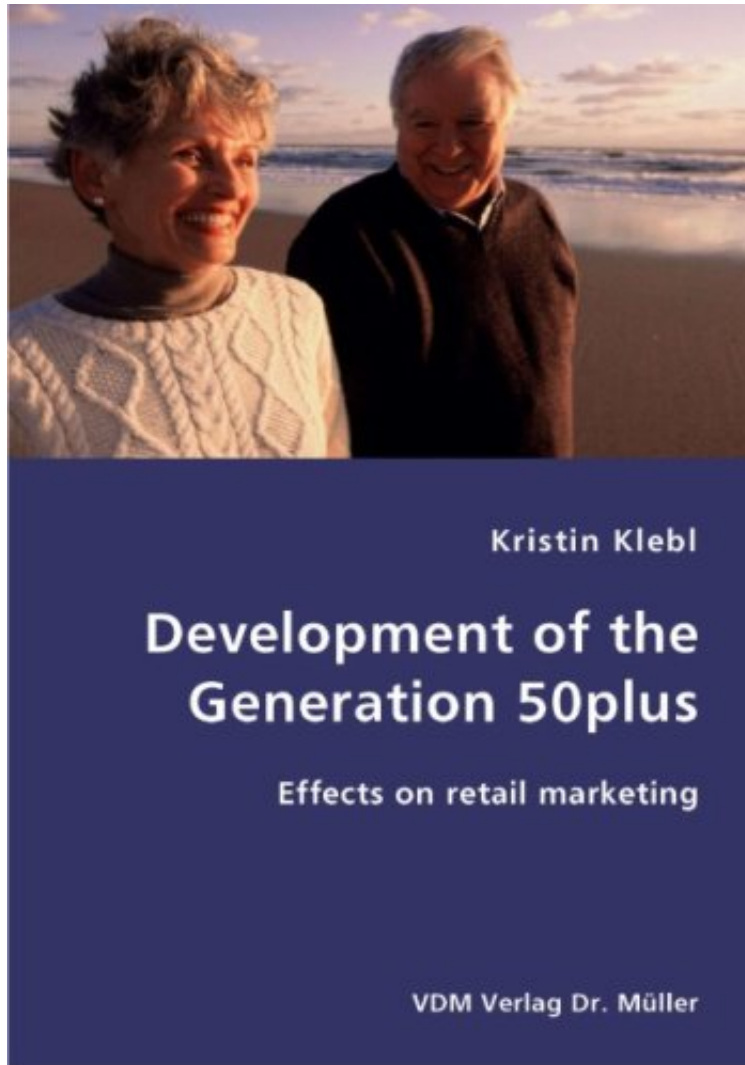


(Read ebook) Development of the Generation 50plus

## Development of the Generation 50plus

*Kristin Klebl*

*audiobook / \*ebooks / Download PDF / ePub / DOC*



 Download

 Read Online

#18392992 in Books 2007-03-09Original language:EnglishPDF # 1 9.61 x .17 x 6.69l, .31 #File Name:  
383640743480 pages | File size: 37.Mb

**Kristin Klebl : Development of the Generation 50plus** before purchasing it in order to gage whether or not it would be worth my time, and all praised Development of the Generation 50plus:

The phenomenon of radical demographic revolution taking place in industrial countries is about to change the age structure drastically. The German population is increasingly ageing and will consist of more old people than younger people in the very near future. In conjunction with the rising expectancy of life, the today's Generation 50plus and their values and needs have greatly changed from those of people aged 50 in the past and have further major

implications for market trends. The author Kristin Klebl analyzes the Generation 50plus and looks at the changes which retailers and marketers will have to make to adapt to the rapidly changing face of the consumer. Due to the increasing attractiveness of the mature market, their future survival will increasingly depend on what is known as the Generation 50plus - the seniors in the population who have the greater spending power. This affects all aspects of retailing, including communication, advertising, media selection and sales promotion. This book addresses to retailers and marketers, economists and students, and all interested parties.

About the Author  
Dipl. Betriebswirtin (BA) Berufsakademie Ravensburg  
University of Cooperative Education, Ravensburg, Germany  
University of California, Santa Barbara (UCSB), Santa Barbara, California, USA