

Marketing To Generation X: Strategies For A New Era

By Karen Ritchie

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The ABCs of Selling to Generation X. A new survey of 3,020 parents, conducted in late 2003 by Boston-based marketing-strategy firm Reach Advisors,
<http://www.bloomberg.com/bw/stories/2004-04-14/the-abcs-of-selling-to-generation-x>

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<https://www.scribd.com/doc/48355878/Starbucks-Marketing-Plan>

Jan 22, 2007 Marketing Strategy - If you're trying to market to adults who were born between 1965 and 1994, then you need to understand the best method for reaching
<http://www.marketingprofs.com/7/fleischner1.asp>

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<http://www.bol.com/nl/p/marketing-to-generation-x/1001004001715867/>

Generation X knows many popular marketing strategies It is important to understand the difference between the two before finding ways to market to Gen X
<http://www.americasbestcompanies.com/blog/6-rules-marketing-generation-x.aspx>

Generation X. Ritchie grew up in the era of modern technology. AT&T's strategy to penetrate the Ritchie, Karen. (1995, April). "Marketing to Generation X

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Jun 20, 2012 Marketing Strategy - The consumers of Generation-Y are the next great decision-makers in the consumer world. Fortunately, marketing to Gen-Y is actually

<http://www.marketingprofs.com/articles/2012/8209/five-ways-to-market-to-gen-y>

Karen Ritchie and recommended Marketing to Generation X is a must-read for any professional who hopes to effectively target and communicate with the massive

<http://authors.simonandschuster.com/Karen-Ritchie/3088>

position with enough seniority to direct a corporate marketing strategy. to six figures on a new at the forgotten members of Generation X,

<http://www.tradeonlytoday.com/columns/marketing-insight/undervalued-gen-boatings-sweet-spot/>

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The Influence of Generation X on the New American Economy Karen Ritchie, Marketing to Generation X, Generation X Goes to College:

<http://www.lwionline.org/publications/documents2002/bibliography2forpresentation.doc>

So if you wish to reach Gen X and Gen Y, you'll need an Internet strategy. For reaching the Gen X and Y market segments, radio is a good bet.

<http://homebusinessmag.com/marketing/how-guides/how-market-gen-x-and-gen-y>

In an article titled The Whiny Generation, David Martin What They Think (Ithaca: New Strategies, Ritchie, Karen. Marketing to Generation X

<http://faculty.washington.edu/mlg/courses/424a/samplepaper1.doc>

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<http://www.thinkadvisor.com/2012/10/11/advisors-gen-x-pt-2-using-your-boomer-clients-to>

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and the monetary demands from their Generation X Advisors who understand how to effectively apply generational marketing strategies are far more

<http://www.investopedia.com/articles/financialcareers/08/generational-marketing.asp>

Florida Tech Protestant Campus Ministry Young Adult Resources

<http://www.fit.edu/pcm/yaresources.php>

Here s more on Generation X, from a market research study my company performed in Essentials of a Documented Content Marketing Strategy; Content Marketing Playbook;

<http://contentmarketinginstitute.com/2012/09/5-content-marketing-tips-for-targeting-generation-y/>

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Nov 14, 2006 The Secret Life of a Generation X according to Karen Ritchie in her book, Marketing to our enigma of a generation, and tried to offer tips

<http://activerain.com/blogsview/20703/the-secret-life-of-a-generation-x-consumer-my-story->

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