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# Gen BuY: How Tweens, Teens and Twenty-Somethings Are Revolutionizing Retail

*Kit Yarrow, Jayne O'Donnell*

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**Kit Yarrow, Jayne O'Donnell : Gen BuY: How Tweens, Teens and Twenty-Somethings Are Revolutionizing Retail** before purchasing it in order to gage whether or not it would be worth my time, and all praised Gen BuY: How Tweens, Teens and Twenty-Somethings Are Revolutionizing Retail:

1 of 1 people found the following review helpful. Age Does MatterBy Kim Snyder| Overall Beauty MineralsI pick up this book because part of the products on my website, are geared towards this age group. Some of the products I am offering for age group has them comes back again and again to buy more. I wanted to be sure that I am marketing to

the best of my ability, that I am marketing to this group on their level not mine. It was very interesting to read where about how the children are making the decisions for the family on things like electronics because they have never lived in a world without it. They have no idea what life was like before computers, and if you do and you are marketing in the old fashion ways and wondering why this market isn't buying, Gen Buy will help clear up a few major pointers on that. As I read the book I could see from their examples what other companies are doing and not doing correctly. I would totally recommend this book to anyone who is running a business that offers products to this age group. Gen Buy really explains in detail how this group buys, how they share their information with each other, where they get their information and how fast they could bring down a brand if they don't like it. It was a real eye opener in so many different ways. Gen Buy isn't just a quick throw together book, they did tons of research to back up what they have written. You have a product that is geared towards to market group? What worked in the past isn't going to work with this group! Your marketing needs to be geared correctly, and Gen Buy is will help.

0 of 0 people found the following review helpful. A personal opinion

By M. McCormack "Generation BUY, How Tweens, Teens and Twenty Something's are Revolutionizing Retail" -by Kit Yarrow Ph.D. and Jayne O'Donnell Merita B. McCormack Washington DC (also published in [...]) August 21, 2010

I have wanted for sometime to sit down and put my personal thoughts down in written words about this special book. The reasons why I have delayed so much have been absolutely personal and I wished I had done it sooner. A significant factor has been my poor English not being my mother tongue. I must confess that this is my second or third opinion I write in English about a certain work (book or other forms of art or professional works). Having said that I assure the reader that this is not as bad as it might sound but if you find any "this doesn't make sense" sentence blame it on my elementary school level of English and as my teen children tell me, I must improve my English and learn to shop like them.... I certainly agree with them, mostly on learning to know how they are spending the pennies!

While to the vast majority of the readers of this book- which I believe are and should be business people, -the benefits are great, in terms of giving them the leads as to where they should focus their efforts to further develop, research and market their products, I do believe that the book is a thrill to read for anyone who has teenagers in the household or even as neighbors... The world today -definitely the "money spending one"-seems to be run by the Generation Y and we, the parents, have become somehow powerless and have given up certain values, mostly because we lack the know-how of shopping that these kids master somehow perfectly. I find the book so fascinating in so many aspects. While numbers and percentages are given to illustrate a certain reality, a finding, a trend, a convincing analysis follows and inductions are made. The psychological explanation is a constant companion and the picture is a complete tool in the hands of the reader who has to make a decision. Had I been a CEO of a retailing or even a manufacturing company, I think I would have certainly used this book as a tool to help the company strategize and plan very well ahead. These two talented ladies have done the research for most of them! But I am not, actually I am just a part-time worker and a forever full time mother who is horrified to read that, yes, my teenage children can ruin our family finances and I have now a clear picture as to how that has happened to certain households and how close it might be to mine. Overspending is a well known phenomena which happens when "people want to compensate for feelings of deprivation, dealing with anger, exhaustion or are under stress" pg.74

The society we live in is definitely defined by materialism and consumerism. That is one of the wounds of our modern world, accompanied by so many other wounds like divorce, alcoholism, the money spending machine only perfects itself and while the tweens, teens and twenty something's are more relaxed and able to deal with their personal issues in a better manner than the X-ers, I still think that the face of the modern world only adds to the pattern of spending. Information Technology only helps the overspending too and these children are mastering that tool to serve their shopping needs and desires. The book is a beautiful, clear "x-ray" of what is really going on, why is going on and where is heading. Again, its has an immeasurable two fold value, to both retailers and parents -who seem to be or should be in a tug of war for the attention of the Gen Y. Reading the book, which is written with so much care, thoughtfulness, knowledge, research, deep analysis, consistent findings and recommendations, lots of tasteful humor and professionalism I am grateful I did and I recommend it to every parent out there, before is too late! And yes, I will put more effort into improving my English language skills as I definitely not only want to know how to shop with my teen children but also want to know what that: "g2g u kno ILY" means this day!

1 of 1 people found the following review helpful. Gen Buy Explains Millennials

By Sarah K Gabot This is a great book to get some insight on Gen Y. I know that some older generations think that Gen Y is too "sexy", shops too much, or plays too many video games, and this book will explain why. As a Millennial, I felt like this book was talking about me. I've never known why I've shopped so much or have too many clothes, but I feel like this book gives me an understanding to the whys, both psychological and environmental reasons, to what I do with my money. The book is very well-written and has a very casual tone to it, making it easy and fun to read. The book is backed with lots of statistics and research, adding to their credibility. Gen Buy is a must read for people in sales and marketing fields, if not more fields. As Generation Y gets older, people will need to understand the ins and outs of Gen Y, because one day, they're going to be the ones running companies and making business decisions.

Discover the forces driving the decisions of today's most sought after consumers According to recent statistics,

members of Generation Y shop 25 percent to 40 percent more than the average consumer. In *Gen BuY*, Yarrow and O'Donnell argue that these voracious and fearless consumers have revolutionized the way Americans shop by turning traditional sales and marketing strategies upside down. Based on solid research, the book offers an in-depth look at what motivates these young people to buy certain products and reject others. The authors reveal what makes these consumers tick—how they define power, why they loath manipulation, and why they rely on technology—and show marketers how they can tap into the buying power of this burgeoning group of consumers. Shows what it takes to successfully woo and win young consumers with purchasing power Filled with surprising insights into the psyche of Gen Y buyers Written by an expert in consumer research and a well-connected media consumer author *Gen Buy* is a must-have resource for marketers, advertisers, retailers, and manufacturers who want to understand the new generation of consumers.

From Publishers Weekly Yarrow, consumer psychologist, and O'Donnell, a USA Today reporter, explore the buying habits and influence of Generation Y—those born between 1978 and 2000—arguing that this cohort has become the nation's tastemaker and is revolutionizing how companies do business and how marketers reach their audience. Thanks to extensive research, including one-on-one interviews, focus groups and a national online survey, the authors offer an astute look at the motivations of these powerful consumers. They show how societal shifts contributed to a generation that's strongly connected to shopping; they also present Gen Y's unique—often gendered—buying behaviors. Of particular interest is the chapter on what savvy marketers are doing to harness this group's incredible buying power. The authors also include insightful commentary from Gen-Yers themselves who underscore how different their generation is from previous ones. This enlightening book is a must-read for all who hope to keep their companies relevant and viable. (Sept.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Yarrow, consumer psychologist, and Orsquo;Donnell, USA Today reporter, explore the buying habits and influence of Generation Y—those born between 1978 and 2000—arguing that this cohort has become the nation's tastemaker and is revolutionizing how companies do business and how marketers reach their audience. Thanks to extensive research, including one-on-one interviews, focus groups and a national online survey, the authors offer an astute look at the motivations and influence of these powerful consumers. They show how societal shifts contributed to a generation that's strongly connected to shopping; they also present Gen Y's unique—often gendered—buying behaviors and the psychological motivations guiding its purchasing. Of particular interest is the chapter on what savvy marketers are doing to harness this group's incredible buying power. The authors also include insightful commentary from Gen-Yers themselves who underscore how different their generation is from previous ones. This enlightening book is a must-read for all who hope to keep their companies relevant and viable. (Sept.) (PublishersWeekly.com, May 2009) From the Inside Flap In our uncertain economic times, it is more important than ever to understand the forces that drive the purchasing decisions of the members of Gen Y (those born between 1978 and 2000). As today's largest and most influential generation of shoppers, their tastes and technological expertise are revolutionizing the way companies do business. Kit Yarrow and Jayne O'Donnell argue that this complex generation can best be reached through a deep understanding of what makes them tick. In this groundbreaking book, they explore the psychological and social underpinnings of what Gen Yers want, why they buy, and how to best engage them. *Gen BuY* outlines practical suggestions for marketers on how to harness this group's incredible buying power—and arms consumers with a better understanding of what triggers their own shopping and buying habits. Based on comprehensive research, including personal interviews, focus groups, a national online survey, and a keen analysis of academic and industry studies, *Gen BuY* reveals unique insight into the hearts and minds of this powerful group of consumers and offers actionable tactics on how to capture their considerable buying power. Gen Y will continue to turn traditional sales and marketing upside down: From mobile banking, to getting their grandparents hooked on Wiis, to the booming green movement, their stamp is already pervasive. This vital new book is the resource that will help keep businesses in touch with the buying power of Gen Y.