

Trading Up Why Consumers Want New Luxury Goods and How Companies Create Them

Eventually, you will totally discover a further experience and feat by spending more cash. yet when? realize you bow to that you require to acquire those every needs in the same way as having significantly cash? Why don't you attempt to acquire something basic in the beginning? That's something that will lead you to understand even more around the globe, experience, some places, past history, amusement, and a lot more?

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Trading Up and trading down has a transformational effect on more and more categories, retailing and markets. Silverstein clearly explains that the increasingly sophisticated consumers of the critical "middle market" have been key to drive a polarization of the product and service offering to the high and low ends of the price spectrum.

Trading Up: Why Consumers Want New Luxury Goods--and How ...

First published to media acclaim in October 2003, Trading Up revealed how today 's middle-class consumers are seeking higher levels of quality, taste, and aspiration than had ever been possible before—in their choices of cars and clothing, vodka and beer, golf clubs and dolls, and much more.

Trading Up: Why Consumers Want New Luxury Goods--and How ...

Trading up is driven by changes to both demand and supply. On the demand side, changes to the role of women as economic agent, the decline of the traditional family, a modified perception of consumption, higher home ownership, more discretionary wealth, and the "savings" passed on to American households by large discount retailers have fuelled the stratospheric rise of the New Luxury market.

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Trading Up: Why Consumers Want New Luxury Goods--and How ...

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.

Trading Up: Why Consumers Want New Luxury Goods - And How ...

Trading up is an important phenomenon because millions of consumers are involved in selective buying in a very wide range of categories. Although trading up involves people of all descriptions, some consumer profiles are more likely to be New Luxury spenders than others: many are single working people in their twenties.

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"In Trading Up, a world-class team of consultants explores these questions and shows how companies create premium brands that appeal to the mass-market consumer. The book is teeming with ideas that are relevant to product developers, business strategists, marketers, and social critics as well as consumers themselves." --Jacket.

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