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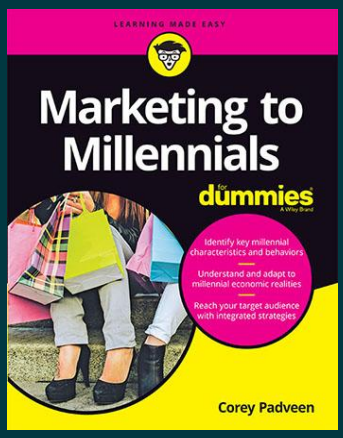

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By Corey Padveen

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Millennials make up the largest and most valuable market of consumers in the United States —but until you understand how to successfully market to them, you may as well kiss their colossal spending power away! Packed with powerful data, research, and case studies across a variety of industries, Marketing to Millennials For Dummies gives you a fail-proof road map for winning over this coveted crowd. Millennials are projected to have $200 billion buying power by 2017, and $10 trillion over their lifetimes — and yet industries across the board are struggling to garner their attention.

About the Author

Corey Padveen

Corey Padveen is a globally-recognized leader in the field of marketing economics and data. He is the principal theorist behind the concepts of Social Equity and ResponsiveBranding

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