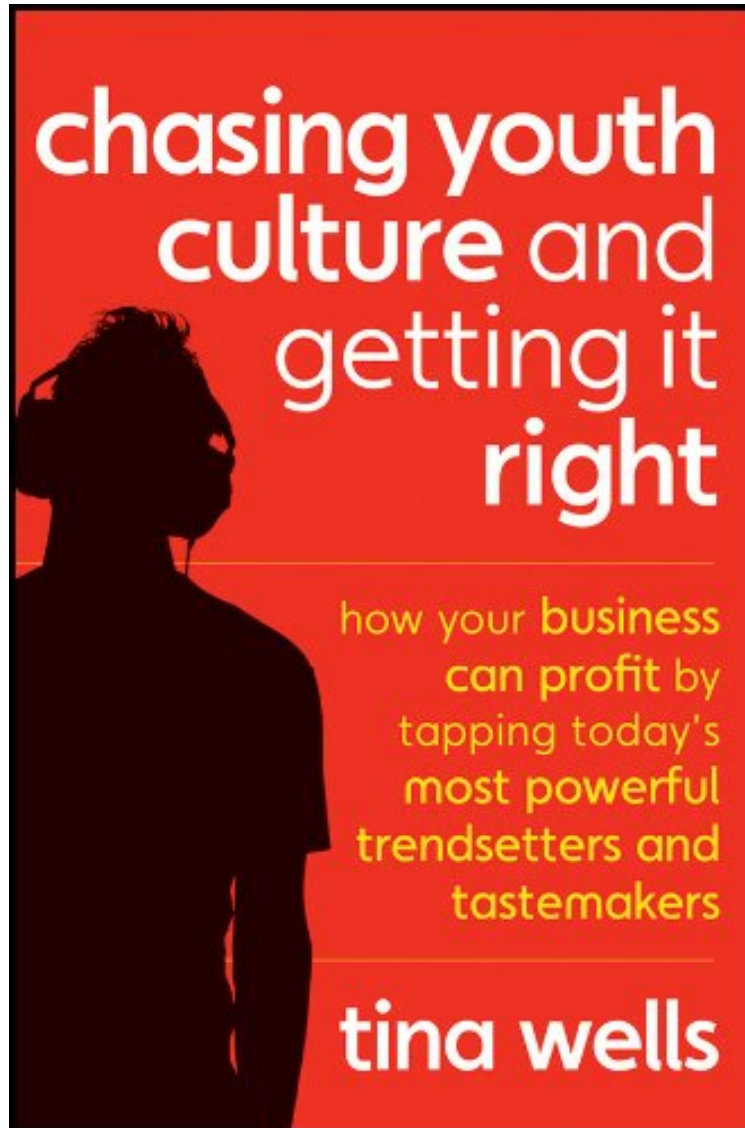


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Chasing Youth Culture and Getting it Right: How Your Business Can Profit by Tapping Today's Most Powerful Trendsetters and Tastemakers

Tina Wells

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Tina Wells : Chasing Youth Culture and Getting it Right: How Your Business Can Profit by Tapping Today's Most Powerful Trendsetters and Tastemakers before purchasing it in order to gage whether or not it would be worth my time, and all praised Chasing Youth Culture and Getting it Right: How Your Business Can Profit by Tapping Today's Most Powerful Trendsetters and Tastemakers:

2 of 2 people found the following review helpful. Very helpful with practical applications By @_flourishly I work at a national office for a sorority I swear by this book. I recommend it to all of our advisors who struggle to connect with a new generation of college women. It's an immense help to understand the generational differences the tribes she identifies are right on point in my experience. It's a quick read that provides great insight will enable you to connect with Gen Y in a meaningful capacity, if you want to that is. 0 of 0 people found the following review helpful. Five Stars By Pablo Patterson I love this book! I would love for the author to create a part 2 for this book. 0 of 0 people found the following review helpful. Underscores importance of going beyond demographics to influence young consumers By A. Edmond Jr. In her new book *Chasing Youth Culture and Getting It Right: How Your Business Can Profit by Tapping Today's Most Powerful Trendsetters and Tastemakers*, Buzz Marketing CEO Tina Wells urges you to market to teens, tweens and young adults not by age alone, but by "tribe." While it's difficult to accept that Wells' tribes truly represent the totality of the thinking of tweens, teens and young adults, her book underscores an important reality of sales and marketing in the age of *The Long Tail: Why The Future of Business is Selling Less of More* by Chris Anderson's must-read book about the changing nature of consumer choice and tastes in a largely digital marketplace: targeting consumers by age, race, gender and other traditional demographic markers alone is no longer enough for a business to be effective and, ultimately, profitable.

Understand and market to the newest wave of millennials Whether you're a business professional trying to decode the \$43 billion youth market, a marketer looking for a message that connects, or an entrepreneur trying to develop youth-oriented products, *Chasing Youth Culture and Getting It Right* gives you an unparalleled field guide to the newest wave of millennials and their mindsets. Inside this unique book, you'll meet four major tribes: the Wired Techie, The Conformist But Somewhat Paradoxical Preppy, The Always-Mellow Alternative, and The Cutting-Edge Independent and understand their key traits, likes and dislikes, and what kind of adult they will likely become. Includes many examples of companies, brands, and organizations who chased the youth demographic and got it right, or who failed to nail their audience. Understand such concepts as Warholism, Tweenabees, Hand-me-ups, Massclusivity, The Facebook Effect, and Instantity. Author has won many honors and much media recognition as a young entrepreneur and youth marketer to watch. Want to understand the next generation? Get *Chasing Youth Culture and Getting It Right* and discover how to reach this fascinating and elusive demographic.

"This book offers powerful and useful insights into marketing to a tough to reach crowd. While trendsetters and tastemakers are hard to reach, Tina Wells provides great tips and strategies on finding and capturing this elusive group." - Jane Buckingham, Founder and President, Trendera
"Chasing Youth Culture And Getting It Right is the definitive road map to Millennials. If you need to reach them, follow the path of Tina Wells." Ross Martin, Executive Vice President, MTV
"Chasing Youth Culture And Getting It Right will help small businesses that depend on the younger demographic thrive. A veteran in her industry, Tina Wells lays out clear, thoughtful analysis of this group, including their ever-changing habits and needs." - Tennille M. Robinson, Senior Events Producer, Inc
"Tina Wells doesn't just know youth marketing - she IS youth marketing! Want to know what the difference is? Then read this book." - Scott Gerber, Founder and CEO, Gerber Enterprises; Author of *Never Get a "Real" Job*
"Tina deconstructs this 'golden egg' demographic with such wisdom and authority that if you're not currently targeting this \$43 billion market, you may want to rethink your marketing strategy. Fast." - Donna Fenn, Author of *Upstarts: How Gen Y Entrepreneurs Are Rocking the World and 8 Ways You Can Profit from Their Success*
From the Author I started my career almost 15 years ago, at the age of 16. And I will admit it was a total and complete accident. At the time, I was working as a writer for a newspaper for girls out of New York City, *The New Girl Times*. The publisher of the paper, Miriam Hipsh, really gave me - and other young writers - an amazing opportunity. I really understood the power of my voice. What started out as a gig writing product reviews turned into a company I founded called *The Buzz*. *The Buzz* transformed into *Buzzteen.com*, which eventually became *Buzz Marketing Group*. So this concept of chasing youth culture and getting it right is something on which I've spent my entire career focusing. From a very young age, I've had the privilege of working with brands like Verizon Wireless, Candie's, Maidenform, American Eagle Outfitters, PBS, and a host of others. I've been able to learn from the things they did right, and major blunders they've made in an effort to satisfy the Millennial consumer. We live in a world that is completely obsessed with staying young and understanding young people. This book isn't just for the marketers who are trying so hard to get the youth dollar, it's for the Millennials' teachers, parents, the media - anyone who wants to understand how to talk to and understand today's young people. I hope that through this book, I will be able to finally put an end to a few Millennial myths (they're apathetic, they don't care about anything) and also enlighten you on how they behave and want to be communicated with (tribes are important, and you have to speak their language). In this book you'll learn about mindset marketing, and how you have to market to Millennials based on their tribal needs. There is a distinct way that Millennials want you to talk to them, and understanding what their needs are will make this communication that much easier. I'll also discuss the importance of technology, and how it's changing the way Millennials think and how they feel about the future. It greatly impacts the way marketers communicate with them.

Finally, I'll introduce the trend of Global Mobiles - my new name for Millennials. The world has truly become their oyster, and there are no technological limits when it comes to consuming the good that they really want. I hope that you enjoy this book, and I hope that it serves as a guide to you on your journey to understand Millennials more. This book is full of advice that I give my clients every day. I believe that marketers truly want to understand Millennials - actually, we all do - and this book is my attempt to start what I hope is a very engaging and ongoing conversation. Let the conversation begin.

From the Inside Flap

The Millennial Generation, consisting of young people born between 1984 and 2002, is growing up during a confounding time of rapid technological advances coupled with a stubborn recession, of unprecedented sharing and collaboration against a backdrop of tension and conflict. In the middle of it all, the Millennials sit, deciphering their world or ignoring it via their cell phones, iPods, laptops, and iPads. What are these elusive and complex creatures thinking? What do they care about? And who will get their dollars? In *Chasing Youth Culture and Getting It Right*, youth marketing expert Tina Wells delivers a first-hand report on today's kid culture. The Millennial Generation breaks down further into tween (8 to 12), teen (13 to 19), and young adults (20 to 26). *Chasing Youth Culture*, however, shows readers how to market not to age, but to mind-set. Learn how to speak to this generation's tribes: the Wired Techies, the Conformist, But Somewhat Paradoxical Preppies, the Always Mellow Alternatives, and the Cutting Edge Independents. More wired than any generation before them, Millennials hold great power to launch your brand. Get the information you need to figure out how to deliver to a tribe's values and target the early adopters who will inspire others to follow suit. With numerous examples of organizations who chased the youth demographic and got it right or who failed to nail their audience, *Chasing Youth Culture* explains: How technology is rewiring the New Millennial Such concepts as Warholism, the Millennials' desire and expectation of fame, and Instanity, the insanity of "Now," and how each can affect your marketing efforts Why Lolitas and mean girls are bad for business How tween and teen trends will forever change the way we live and work Whether you're a business professional trying to decode this lucrative market, a parent or an educator, or a student of social behavior eager for a ground-level look at today's kids, *Chasing Youth Culture and Getting It Right* will be your field guide to the newest wave of Millennials and their mind-sets.