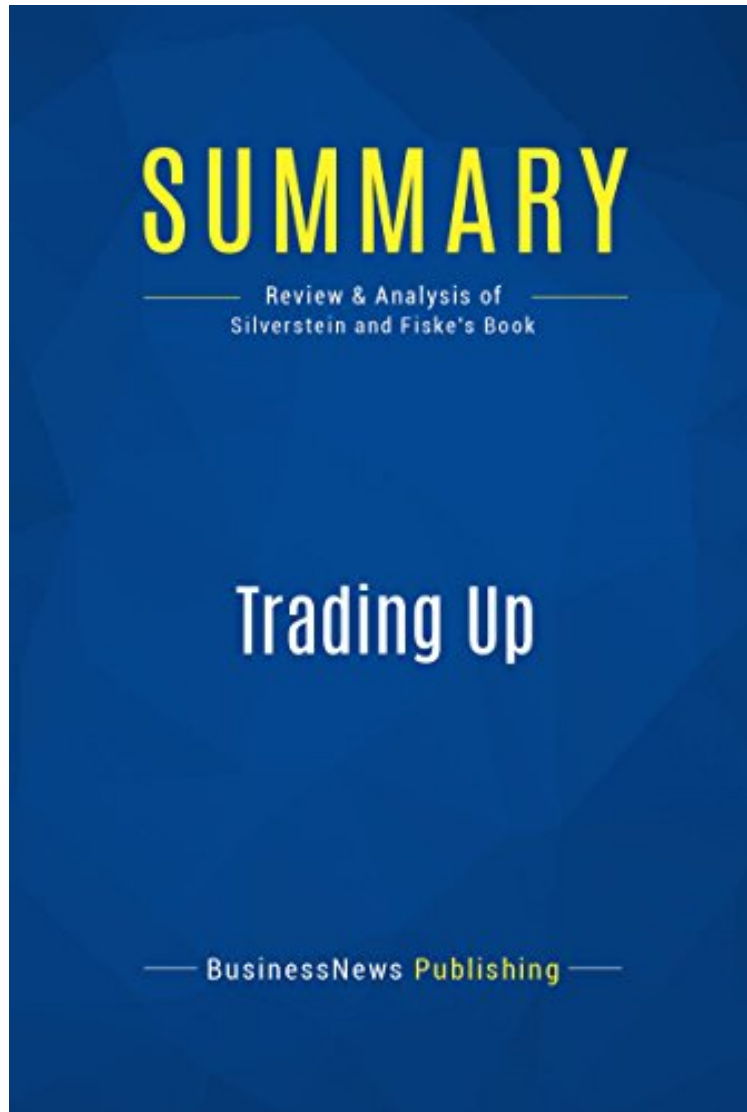


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Summary: Trading Up: Review and Analysis of Silverstein and Fiske's Book

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BusinessNews Publishing : Summary: Trading Up: Review and Analysis of Silverstein and Fiske's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Trading Up: Review and Analysis of Silverstein and Fiske's Book:

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. More and more, they are becoming willing to "trade up" in some areas — to pay a premium price for products and services that provide a greater level of quality than typical mass market offerings. As a result, a new concept is emerging in the marketplace: "New-Luxury". In their book, the authors explain that new-luxury products break the traditional norms of the past and sell at comparatively high volumes, despite their relatively high prices. This summary is a must-read for both marketers and consumers who want to become smarter in an increasingly sophisticated marketplace. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

 To learn more, read "Trading Up" and discover the new-luxury products that will change the way you think about the marketplace.