

## **Process of Categorization:**

We have created six new topics that we believe will better suit the Paramount website: Niche Marketing, Market Research, Business Meetings, Marketing Functions, Multicultural Marketing and Outliers. Most of these categories then have more descriptive sectors beneath the landing pages that allow books to be classified more specifically. We found these categories by going through each book provided to us and coming up with a brief synopsis where we could understand what the book was about. We also looked at Amazon's site for each book and were able to take the meta keywords from the HTML to help us decipher where the books should be placed. After analyzing each book we then decided on the above categories. The following shows each book paired with the proposed category and the synopsis and keywords we used to place the books.

## **Niche Marketing:**

### **Marketing to Baby Boomers:**

#### After Fifty

*Synopsis:* Many companies have lost contact with Baby Boomers as they Mature, but they are a lucrative market. A Mature Market. Book details today's Baby Boomer demographics, including advertising campaigns, technology, and apparel. Gives you the information you need to sell to boomers after fifty.

*Meta Keywords:* Personal finance, Business and Economics, Mature Market

#### After Sixty

*Synopsis:* Baby Boomers will face some big transitions moving into their sixties. Sequel to After Fifty, looks at industries and the aging boomer market. Topics include Product development, Grandparents, advertising, education, financial services, travel and much more. Provides marketers, advertisers, and creatives with the best position to thrive in this Grandparent marketplace.

*Meta Keywords:* Business Investing/Marketing, After Sixty, Paramount Market Publishing.

#### Advertising to Baby Boomers

*Synopsis:* Talks about advertising agencies putting baby boomers in charge of creating campaigns for their peer groups, Filled with examples and suggestions for certain industries: housing, pharmaceuticals, automotive, travel, and finance planning. Industries that try to attract customers of baby boomers. Advice on how to communicate with this powerful consumer segment.

*Meta Keywords:* Business and Economics, Advertising, Baby Boom Generation, Advertising and promotion, consumer behavior, Marketing, business and investing.

#### Marketing to Leading-Edge Baby Boomers

*Synopsis:* The generations front-runners are leading-edge Baby Boomers. Influence buying behavior of baby boomers, advertising, events, promotions, and how to reach this audience through the internet are just a few things this book touches on.

*Meta Keywords:* Advertising, Baby Boom Generation, Target Marketing, Business Economics, Marketing

#### Baby Boomers and Their Parents

*Synopsis:* Details differences and similarities between the attitudes and lifestyles of baby boomers and their parents, based on surveys. Lifestyles, mindsets, and well being including comparisons on everything from health to retirement living spending. Discuss how people can live longer with more fulfilling lives. Helps businesses learn how to create products and services for this market.

*Meta Keywords:* Business/Economics, Consumer Behavior, middle-aged consumers, older consumers, research, business investing

### **Marketing to Youth:**

#### The Kids Market: Myths and Realities

*Synopsis:* Examines issues of advertising, promotion, product design, and packaging geared towards kids. Discusses the psychology and economy of marketing toward children. Called the “Godfather of kids marketing,” by U.S News and World Report.

*Meta Keywords:* Business Economics, Marketing Research, United States, Young Consumers, Business and Economics, Advertising, Business, Consumer Behavior, Marketing, Psychology

#### The Great Tween Buying Machine

*Synopsis:* Marketing to tweens, too old to be a kid, too young to be a teen. An assessment of today’s tweens, from research to product development, packaging, advertising and promotions. Provides detailed insight on developmental, psychological and environmental factors.

*Meta Keywords:* Business/Economics, Child consumers, market segmentation, business economics, marketing

#### Marketing to the New Superconsumer: Mom and Kid

*Synopsis:* Today’s moms have changed, from active partnering with their kids to relying on the web for information. This book discusses the new relationship between moms

and kids that affects purchase decisions and how to capture this new market. Helps reader understand how moms make shopping decisions

*Meta Keywords:* Child consumers, consumers, research, women consumers, business and economics

### **Marketing to Women:**

#### Marketing to the New Superconsumer: Mom and Kid

*Synopsis:* Today's moms have changed, from active partnering with their kids to relying on the web for information. This book discusses the new relationship between moms and kids that affects purchase decisions and how to capture this new market. Helps reader understand how moms make shopping decisions

*Meta Keywords:* Child consumers, consumers, research, women consumers, business and economics

#### The 85% Niche

*Synopsis:* This book provides a concise and practical guide to what drives women of diverse backgrounds to consider brands for future purchase decisions; it integrates classical brand management principles with diversity and gender marketing expertise; It enlightens marketers on how to effectively advertise to women.

#### Hustle: Marketing to Women in Post-Recession World

*Synopsis:* Examining the new and long-term spending of the post-recession era, from the rush to get the biggest discount to the decline of brand loyalty. This book solely focuses on the aspect of marketing to women and showing how to react to the new ways in which women shop. The book gives examples of how today's average woman shops and what she is looking for. Ulman and Kibler do this by explaining how to rebrand or simply brand your company to fit the post-recession market for women.

*Meta Keywords:* Bonnie Ulman and Sal Kibler, Hustle: Marketing to Women in the Post-Recession World, Business & Economics, Advertising & Promotion, Business Communication

#### Multicultural Intelligence

*Synopsis:* Takes position that multicultural segmentation needs to become more sophisticated, and take its rightful place-- front and center. Reviews history of marketing to black, hispanic, asian, and LGBT consumers. Appropriate cultural cues in advertising can build brand loyalty. Recommended for all levels of management and any student of marketing and advertising

*Meta Keywords:* PMP, Business and Economics, Discrimination and Racism, Gender Studies, Management, General, Business, and Investing/Marketing

## **Marketing to Hip Hop:**

### Under the Influence (Hip-hop)

*Synopsis:* This book explains how the Hip-Hop generation's preferences, brand attributes, and penchant for design and product development can translate into huge profits; - a unconventional cultural marketing book about the hip-hop generation, which is a great way to tap into the Generation Y market; - It illustrates the link between hip-hop, sports, and urban culture is so evident and presented in a way that can reach people of all ages and backgrounds.

## **Market Research:**

### **Qualitative Research:**

#### Qualitative Tips, Tricks, and Trends

*Synopsis:* This book is about qualitative research projects, and what are the best methods depending on what your researching. Areas addressed in book: Groups or one-on-one interviews? How many locations? Facility or in-home? Online or in person? Who to recruit? How much to pay? Homework? Floaters? Discussion guides? Projective techniques? And when you have teased out the insights, there is always the report to be presented.

#### Moderating to the Max

*Synopsis:* Provides focus group leaders with the techniques to help them from fading. This guide will enhance and broaden the work of focus group moderators who already have a good foundation. Contains specific techniques that are covered in detail that include sample scripts. Is a useful tool for qualitative research consultants, as well as corporate marketers who are in charge of hiring moderators and understanding moderating techniques.

*Meta Keywords:* Jean Bystedt, Siri Lynn, Deborah Potts, PhD, Gregg Fraley, Moderating to the Max: A Full-Tilt Guide to Creative, Insightful Focus Groups and Depth Interviews, Paramount Marketing Publishing, Consumer Behavior, Business & Economics, Marketing-Research

#### The Mirrored Window

*Synopsis:* Expert advice for moderating focus groups. Gives manners in which you can make focus groups more productive through practical advice from expert moderator Judith Langer. Uses real examples that compare the advantages of focus group research over quantitative studies. Understand how group research is done, what makes facilities great, dealing with rogue focus group respondents, how to stay in control of the focus group, get the most out of your sessions and have reporting tips.

*Meta Keywords:* Judith Langer, The Mirror Window: Focus Groups from a Moderator's Point of View, Paramount Market Publishing, Business & Investing

#### Stir It Up!

*Synopsis:* This book gives ideas for moderators and meeting chairman by means of in-depth interviews to help reenergize and focus a tired or uninterested group of workers. Tema-Lyn offers over 50 fresh ideas for exercises that are organized by category. Each exercise contains a brief description, an estimation of time required to complete the exercise, materials needed, instructions for how to do it and useful tips.

*Meta Keywords:* Laurie Tema-Lyn, Stir It Up! Recipes for Robust Insights & Red Hot Ideas, Paramount Market Publishing, Business & Economics, Consumer Behavior, Marketing-Research, Strategic Planning, Business & Investing

#### Refocusing Focus Groups

*Synopsis:* Lays out the best practices for planning, designing, conducting, and interpreting focus groups. The book uses perspectives and techniques from psychology and anthropology, along with decade of the author's and other expert's experiences. Book appeals to busy marketing, market research and advertising professionals who prefer not to wade through typical marketing research. Valuable to marketing professors as it will help focus group practitioners improve the quality of research methodology.

*Meta Keywords:* Robert J. Morais, Refocusing Focus Groups: A Practical Guide, Paramount Market Publishing, Business & Economics, Focus Groups, Marketing Research

### **Quantitative Research:**

#### Custom Surveys Within Your Budget

*Synopsis:* It can be used as a reference for specific market research needs as well as an instructional tool to educate readers interested in doing market research. Marketers or researchers who read through this entire book will become familiar with the requirements of conducting research on a minimal budget.

#### Consumer Insights 2.0

*Synopsis:* Dona Vitale explains the role of Consumer insight departments and how these new departments and their leaders contribute to customer knowledge that goes far beyond market research to help set strategy and develop new business opportunities and products. This book highlights the characteristics needed by consumer insights specialists, techniques that help develop the insights, and presentation tips to help a whole company get on board with new ideas.

#### The Art of Strategic Listening

*Synopsis:* Robert Berkman gives detailed directions for specialized blog searches, setting up RSS feeds, and tracking buzz. He also provides detailed information about vendors who supply blog monitoring services and discusses the pros and cons of using vendors or doing it yourself. For marketers, public relations firms, strategic business analysts, and corporate planners, this book gives you everything you need to know to begin finding market intelligence in social media by looking for trends, distinguishing a trend from a fad, and determine the credibility of the information you uncover.

#### Using Choice Modeling

*Synopsis:* Chris Diener describes choice modeling with the aim of helping marketing managers better understand how it works and how it can make a company more competitive. Diener stresses that choice modeling more closely represents the actual decisions that customers make when they are considering purchases, especially of big-ticket items. Diener gives step-by-step analysis of the choice modeling process helps uninitiated marketers decide whether a choice modeling project is appropriate for their situation, helps managers explain it to their clients and colleagues, and helps marketing executives unlock the potential of their market research investment.

### **Marketing Functions:**

#### **Consumer Behavior:**

##### Latino Link

*Synopsis:* A book about digital marketing, including shopping behavior, social networks, translation, localization, and emerging mobile platform, targeting specifically on the Hispanic consumer; It is a well written book for who wants to understand the online consumer behavior of Latinos in the U.S. and abroad; It can help you to find the best way to reach them as a target market; Perfect for marketing research and academic classroom

##### Profit with Purpose

*Synopsis:* Purpose-driven marketing is an effective and important strategy for connecting with multicultural consumers; - it is a powerful tool that educates, inspires and can ultimately drive measurable results for your brand; a guide on finding your cause and then forming win-win relationship and alliances to share the same passion

##### Opportunity Screams

*Synopsis:* It helps you understand how people make decisions in a marketplace exploding with options; This engaging and quick read helps you refocus your strategy towards uniquely adding value to customers' lives; Both a manifesto and a framework for success; The author uses driving ideas and strong stories to show readers that how to attract people's attention in the overloaded and overstimulated world

#### **Brand Management:**

### A Clear Eye for Branding

*Synopsis:* It provides readers with a positive and approachable marketing model about branding; help you understand how customers bring their own meaning to your brand and how the brand must constantly meet the customers' expectations in order to stay in its prime; Tom also shows how important the human connection is along with doing business for your client

### A Little Less Conversation

*Synopsis:* It gives you the simplistic techniques about how to create a brand that attracts customers, and engages and delights them; advertising advice manual; gives you advice about how to clear focus on your branding efforts: creating value

### Brand Busters

*Synopsis:* The book has identified the seven most common mistakes made by marketers of technical and scientific products and it also explains how to avoid them; It helps you learn how to overcome the mistakes and to learn from them; You learn how to avoid the mistakes and get on with efficient marketing and advertising; a classroom resource selected by Advertising Educational Foundation

### BrandAbout

*Synopsis:* Experimental book that gives ideas on how to energize brands and their products / services. Provides for companies of all sizes and can be customized to the unique needs of each company and can be applied over again. Contains creative homework assignments. Practicum for companies - inspirational and personal approach to the marketplace that encourages companies to collaborate within as well as with customers.

*Meta Keywords:* Andrea Syverson, BrandAbout, Paramount Marketing Publishing

### Outsmart the MBA Clones

*Synopsis:* This book covers how to gain a competitive advantage that is hard for companies to imitate and expand past what you learn in a MBA program. Dr. Dan Herman not only reveals the secret of successful differentiation that is not imitated but also supplies you with a comprehensive set of practical rules and tools that will enable you to make an unfair advantage your reality.

### The Advertising On-Ramp

*Synopsis:* The Advertising On-Ramp provides strategies readers can use to make their job prospecting more effective. It also serves as a source of emotional support for job seekers, which is increasingly needed in these complicated economic times. *The Advertising On-Ramp* is also important for professionals in the marketing business who are responsible for attracting and developing new talent as well as those who are advising graduates about career choices.

### ThinkAbout

*Synopsis:* Continuation of Syverson's BrandAbout book. Helps merchandising teams think outside of the box through her use of 77 verbs that give quick case summaries and a series of questions to help readers move forward in product development, catalog, web copy and repositioning. Self-help book that focuses on creatively merchandising your brand, write innovative copies that connect with customers and reposition's your brand for new channels.

*Meta Keywords:* Andrea Syverson, ThinkAbout: 77 Creative Prompts for Innovation, Paramount Marketing Publishing

### **Retail:**

#### Why People Buy Things They Don't Need

*Synopsis:* A focus on the retail aspect of why people buy the things that they could probably do without. Cover's 37 topics all regarding the retail industry. Also include stories about how marketing has changed since September 11th, 2001. This book would be a benefit to corporate leaders, marketing and sales executives, strategic planners, futurists and merchandisers. Danziger develops insights into how predictable changes in consumer demographics will shape their behavior.

*Meta Keywords:* Pamela Danziger, Why People Buy Things They Don't Need, Paramount Marketing Publishing, Business / Economics, Consumer Behavior, Consumers, Consumption

#### Putting the Luxe Back in Luxury

*Synopsis:* This book is for marketers who are targeting the households that account for more than 80% of all luxury spending. This book focuses on the retail and discretionary spending aspects that define the luxury brand today. Talks about the five groups of consumers that will be the key to surviving and thriving in today's highly competitive luxury marketplace. Offers insights into the shopping and spending behavior of top-tier consumers. Allows readers to find out about the demographic and economic forces that will shape the high-end market for the next ten years.

*Meta Keywords:* Pamela Danziger, Putting the Luxe Back in Luxury: How New Consumer Values are Redefining the Way We Market Luxury, Paramount Market Publishing, Consumer Behavior, Luxuries, Marketing, Target Marketing, Business & Economics

### **Multicultural Marketing:**

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### **Hispanic Marketing:**

#### Marketing to American Latinos - Part I

*Synopsis:* Facts and figures you need to understand the size and power of the rapidly growing U.S Hispanic market. Helps understand the potential of this exploding market and the culturally sensitive issues you must respect

*Meta Keywords:* Paramount Market Pub, Business Economics, Marketing

#### Marketing to American Latinos - Part II

*Synopsis:* Companies need to learn how to reach the hearts and minds of the latino ethnic group, this book touches that. Analyzes spending patterns of the Hispanic market from food products, to retail dollars.

*Meta Keywords:* Paramount Market Pub, Business and Economics, Marketing

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### Latinization and the Latino Leader

*Synopsis:* A book providing in-depth knowledge about changing dynamics of US Latino culture and influence. It gives advice for business leaders who hope to tap into the Latino market. Vital for organizations that struggles in maintaining, cultivating and promoting Latino workforce.

### The Whole Enchilada

*Synopsis:* The book is meant to be a primer on advertising and marketing to the growing U.S. Hispanic market; A practical guide for small to medium business on how to make successful business with Hispanic people. It includes topics about the changing Hispanic market, how to do research, how to choose media, what to do when you don't speak Spanish; PMP's bestselling book

### Hispanic Marketing Grows Up

*Synopsis:* It reveals insightful perceptions and realities that affect how to market to Hispanics; challenged hispanic-focused marketing and advertising agencies to move to the next level of professionalism; it tells you how to advertise to Hispanic audience; 10 future trends that will affect Hispanic consumer market

## **African American Marketing:**

### What's Black About It?

*Synopsis:* This a handy book provides in-depth, qualitative insights of Black culture and the Black lifestyle and how to connect your products and services with Black consumers; - Guide on how to do African American advertising; - presents historical, psychological and cultural influences that delve far deeper into the Black experience

### Black STILL Matters in Marketing

*Synopsis:* It provides advice on why, how and what marketers can do to capitalize on the changing and, at the same time, very lucrative market; - This book captures the essence of Black marketing perspectives in modern day America; presents true and in-depth value of the African-American community

## **Asian Marketing:**

### Shopping Behavior in Asia

*Synopsis:* Focuses on the Far East as the next middle-class market for retailers and manufacturers in all categories. Author Sausset gives information on likes and dislikes, shopping behaviors and the differences between them as well as by country and ethnicity background for consumers in the Far East. He discusses all aspects of retailing in the region by providing recommendations for success from each category.

*Meta Keywords:* Laurent Sausset, Shopping Behavior in Asia: What Retailers Need to Know for Success in the Far East, Paramount Market Publishing, Consumer Behavior, East Asia, Business & Economics

## **Indian Marketing:**

### India Business

*Synopsis:* Takes a look at India, the second largest country that the U.S. Department of Commerce calls Big Emerging Markets. Specifically looking to target the middle class Indian consumer in industry sectors such as information technology, services and retailing. This book gives strategies for market entry, marketing, advertising and promotion. Includes practical advice from authors who are writing about their native land of India and have years of experience consulting with International business. Will help readers to understand the pros and cons so they can consider the Indian market with fresh information yet still a realistic point of view.

*Meta Keywords:* Aruna Chandra, John R. Ryans Jr., Pradeep Rau, India Business: Find Opportunities, Revised and Updated Edition, Paramount Market Publishing, Advertising & Promotion, Business & Economics, International Marketing

## **Outliers:**

### Religion in a Free Market

*Synopsis:* The book, by professors Barry A. Kosmin and Ariela Keysar of Trinity College in Hartford, Conn., is based on a major national survey which they conducted. The U.S. Census is prohibited from asking questions about religion, so this survey, the American Religious Identification Survey, contains the most complete and reliable source of data on religion in America today. This book covers demographics of people who are religious and covers various religions.

### Innovation Myths and Mythstakes

*Synopsis:* Myths and Mythstakes helps you acquire valuable insights into your consumer. Uncover the facts that will help you understand the roadblocks, and how to avoid them while keeping your innovation efforts, and your business or career on track.

### No Freedom Shrieker: The Civil War Letters

*Synopsis:* From letters written throughout Grant's Overland Campaign the reader gains an insider's view of the war: fear, hunger, sickness, longing, and concern for those left behind as well as detailed insights about the political climate. Writing from the perspective shaped in an Upstate New York community closely linked to the abolitionist cause, woman's suffrage, and the Quaker philosophy, the reader will learn how Charlie's background shaped his actions and view of the war.

### Before Jackie

*Synopsis:* Between the end of Reconstruction in the 1880s and the Civil Rights Movement of the 1960s, the players, managers and owners of the Negro Leagues empowered and inspired the African-American community to resist Jim Crow. Through the lens of baseball, *Before Jackie* presents this less familiar history of the era's rich tradition of activism to engage students with stories of African Americans' creativity and courage.

### Peaceful Journey

*Synopsis:* Peaceful Journey examines the spiritual issues facing terminally ill patients and their families.

### Dive In

*Synopsis:* Nadine Vogel urges you to consider the special needs workforce-people with disabilities, parents of children with special needs, and older workers.

### Dominators, Cynics, and Wallflowers

*Synopsis:* A field guide to the misbehavers of meetings. This book informs and discusses the different type of people that you will run into at meetings: The dominator, the cynic, the wallflower. Kahle gives readers effect tools to quickly neutralize and improve success in leading groups or managing any group discussions.

### Outsmart the MBA Clones

*Synopsis:* This book covers how to gain a competitive advantage that is hard for companies to imitate and expand past what you learn in a MBA program. Dr. Dan Herman not only reveals the secret of successful differentiation that is not imitated but also supplies you with a comprehensive set of practical rules and tools that will enable you to make an unfair advantage your reality.