



## Tomorrow People: Future Consumers and How to Read Them

By Martin Raymond

Pearson Education Limited, United Kingdom, 2003. Paperback. Book Condition: New. 234 x 160 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.GET TO KNOW YOUR FUTURE CUSTOMERS The future is a profit stream waiting to happen, but it takes careful observation and anticipation to make it flow your way. Martin Raymond What would you give to see today what your customers will want tomorrow? To discover their needs, desires and chosen brands. Who will they be? How will they behave? And what will they want from your business? The future of consumer behaviour is a profit margin waiting to happen for those who read it correctly. But tomorrow s consumers want to be seen as people; not numbers, or markets to be segmented and targeted. How will your business and brand fit into their lives? The Tomorrow People is a snapshot of tomorrow s consumers. The world they will inhabit, the lifestyles and values they will adopt and the ways they will shop. Sooner or later every brand has to interact with tomorrow s people, so how do you equip yourself for such a world? As an individual, a brand, a corporation? By understanding the nature of...



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