

***Trading Up Why Consumers Want New Luxury Goods And How
Companies Create Them Michael J Silverstein***

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Trading Up Why Consumers Want

Trading Up: Why Consumers Want New Luxury Goods--and How Companies Create Them [Michael J. Silverstein, Neil Fiske, John Butman] on Amazon.com. *FREE* shipping on qualifying offers. Trading up isn't just for the wealthy anymore. These days no one is shocked when an administrative assistant buys silk pajamas at Victoria's Secret. Or a young professional buys only Kendall-Jackson premium wines.

Trading Up: Why Consumers Want New Luxury Goods--and How ...

First published to media acclaim in October 2003, Trading Up revealed how today's middle-class consumers are seeking higher levels of quality, taste, and aspiration than had ever been possible before—in their choices of cars and clothing, vodka and beer, golf clubs and dolls, and much more.

Trading Up: Why Consumers Want New Luxury Goods--and How ...

Trading Up: Why Consumers Want New Luxury Goods--and How Companies Create Them. Or a construction worker splurges on a \$3,000 set of Callaway golf clubs. In dozens of categories, these new luxury brands now sell at huge premiums over conventional goods, and in much larger volumes than traditional old luxury goods. Trading Up has become the definitive book about this growing trend. From the Trade Paperback edition.

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Trading Up: Why Consumers Want New Luxury Goods--and How ...

Trading up : why consumers want new luxury goods—and how companies create them / by Michael J. Silverstein and Neil Fiske, with John Butman. p. cm. Includes index.

Trading Up: Why Consumers Want New Luxury Goods... And How ...

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.

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Get this from a library! Trading up : why consumers want new luxury goods--and how companies create them. [Michael J Silverstein; Neil Fiske; John Butman] -- "What are the financial and emotional pressures and social forces that drive product choices? What are the benefits that qualify a premium-price product or service for mass acceptance? And how can an ...

Trading up : why consumers want new luxury goods--and how ...

Trading Up: Why Consumers Want New Luxury Goods--and How Companies Create Them by Michael J. Silverstein and Neil Fiske Trading up isn't just for the wealthy anymore. These days no one is shocked when an administrative assistant buys silk pajamas at Victoria's Secret. Or a young professional buys only Kendall-Jackson premium wines.

Trading Up: Why Consumers Want New Luxury Goods | Trade Me

market consumers selectively trading up to higher lev-els of quality, taste, and aspiration. The

democratization of luxury is occurring across a surprisingly broad set of categories, and it is destabilizing competition, creating new winners and losers, and offering new rules for brand strategy. Already, this force has transformed a score of markets.

Trading Up: The New Luxury and Why We Need It

The impact of younger and older consumers on trading up. Teenagers, who have as much as \$600 a month to spend on whatever pleases them, and baby boomers, whose wealth is increasing and expenses are decreasing, are big trading-up consumers. The vigor with which women have driven and defined the market.

Trading Up, Updated - BCG

Trading Up and trading down has a transformational effect on more and more categories, retailing and markets. Silverstein clearly explains that the increasingly sophisticated consumers of the critical “middle market” have been key to drive a polarization of the product and service offering to the high and low ends of the price spectrum.

Trading Up: Why Consumers Want New Luxury Goods--and How ...

In 2003, Michael Silverstein and Neil Fiske published the book Trading Up: Why Consumers Want New Luxury Goods...And How Companies Create Them. As partners at The Boston Consulting Group, Silverstein, Fiske (now the CEO of Eddie Bauer Holdings, Inc.) and others worked to research the consumer purchasing trends in the United States and overseas.

“Trading Up” - Wally Boston - American Public Education Inc.

Trading up isn’t just for the wealthy anymore. These days no one is shocked when an administrative assistant buys silk pajamas at Victoria’s Secret. Or a young professional buys only Kendall-Jackson premium wines.

Trading Up by Michael J. Silverstein, Neil Fiske, John ...

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