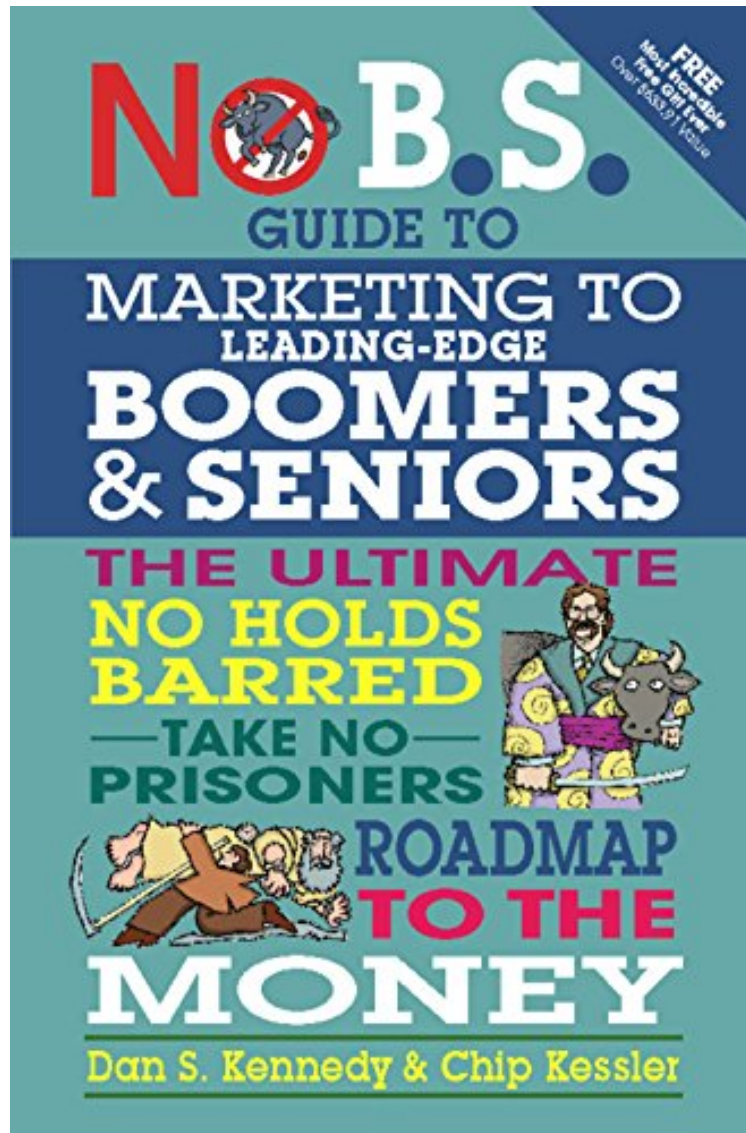


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# No B.S. Guide to Marketing to Leading Edge Boomers Seniors: The Ultimate No Holds Barred Take No Prisoners Roadmap to the Money

*Dan S. Kennedy*

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4 of 4 people found the following review helpful. Kennedy Hits The Mark Again. His Most Current Title By Claude Whitacre author To be honest, I have every book written by Dan Kennedy. Some of them tend to be rehashes of something he wrote before. This is new material, and it couldn't come at a better time. More people are now 40 or older than are under 40 years old...and that age is rising. Boomers have the real buying power now, and this book is written for marketers who want to capitalize on that fact. It covers everything from what appeals to Boomers to what makes them buy. It covers what media they buy from, and why they are willing to pay more than younger buyers. This book is like so many more of Kennedy's...it has other contributors. But the contributions add to the value, not pad the book. Yes, this book is promotional in that it has an offer or two. But it's a book on marketing to Boomers, isn't it? Without an offer, it would be cheating you of the experience. Read this book with a highlighter, you'll need it. Like all Kennedy books, this one is dense with actionable information you can use today. If you want a book on marketing to the single most profitable demographic in the country, this is it. You just hit the Motherload. Buy your own copy, you can't have mine. 0 of 0 people found the following review helpful. Great marketing insights for anyone marketing to boomers. By Richard Brunner Dan Kennedy provides the market research needed to market to leading edge boomers. The fastest growing and most affluent group today. 0 of 0 people found the following review helpful. Five Stars By Richard M. Quint Dan Kennedy makes a strong case for focusing on the boomer and senior market.

For the next 20 years, roughly 10,000 citizens will hit Medicare eligibility each and every day. Understanding their attitudes, interests, spending patterns, buying preferences and the emerging opportunities for profiting by targeted development and marketing of products and services to them is vital to the forward thinking entrepreneur and marketing executive. There is no product, service, industry or profession category unaffected by this demographic sea-change. The leading-edge boomer and senior population quietly controls the majority of the discretionary spending and investing capability, so this is the roadmap to the money.

About the Author Dan Kennedy is a multi-millionaire, serial entrepreneur now directly influencing more than one million business owners annually as an advisor and business coach. His clients own companies in financial services, health care, retail, direct marketing, and many other fields target marketing to boomers and seniors. Chip Kessler is the leading marketing consultant to the nursing home, assisted living, and in-home health care fields.