



30 Minuten Marketing 50+ (German Edition)

Helmut Muthers, Wolfgang Ronzal

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Der gesellschaftliche Wandel ist in aller Munde. Ältere Menschen partizipieren zunehmend am Markt und verändern ihn maßgebend. Jenseits aller Kostendebatten gilt es, die Chancen dieses Prozesses zu erkennen. Altes Eisen? Von wegen!

Grau = kaufkräftig lautet die Formel der Zukunft. Das Buch zeigt, wie Sie gezielt auf die Wünsche und Bedürfnisse älterer Kunden eingehen, sich so neue Geschäftsfelder erschließen und damit zukunftsfähig werden.

Lesen Sie,

- * wie der Markt sich verändern wird,
- * was ältere Kunden wirklich wollen,
- * wie Sie Ihr Unternehmen fit für Ältere machen.



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