



Marketing to Seniors: Second Edition

Michael C. Walker

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Marketing to Seniors, Second Edition, is designed to take the reader through the typical steps of developing a marketing plan, researching the market and how to advertise and sell to your target market. More than that, this award winning book covers granting credit to senior customers and the associated marketing challenges this presents. Most significant of all, however, the book introduces a concept necessary to a full appreciation of the senior market - that of the extended senior customer. This is necessary for an understanding of the influence and participation of others in some senior purchasing decisions. These include family members, friends, advisors, professionals and other caregivers. While this phenomenon is typically present with older and sometimes less mobile seniors, it is none-the-less a significant factor in the senior market. The introduction of the baby boomer generation to the senior market will profoundly change the dynamics of that market. Be ready to capitalize on this huge opportunity. Marketing to Seniors, Second Edition, can be a valuable resource for most anyone producing, promoting and distributing goods and services to the senior market. The book is written to be a more comfortable, yet to the point, read compared to most textbooks. Marketing to Seniors is also designed to serve as an ongoing reference source for the reader to return to whenever needed. The second edition is 20% larger, containing sections on positioning, branding, differentiation and market segmentation, to name a few. **MARKETING TO SENIORS** Reviews and Comments "A thorough and practical guide to expanding one's market base and improving sales, Marketing to Seniors is a highly recommended instructional text that will prove to be invaluable for anyone marketing any category of service or type of product directed towards an increasingly aging and expanding customer base." -The Midwest Book Review "Walker emphasizes the concep

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