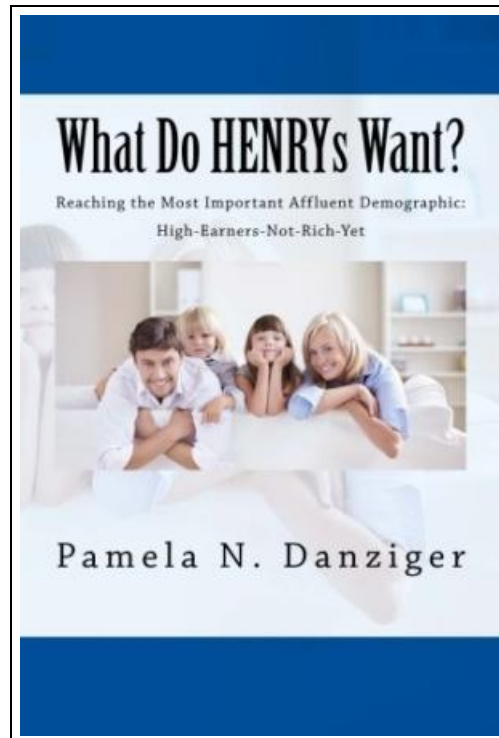


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Hilltop Communications, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.What Do HENRY'S Want? Your guide to reaching the most important affluent demographic -- High-Earners-Not-Rich-Yet New mini-book by speaker, author and luxury marketing expert Pam Danziger. Gain new insights and understanding about the HENRY'S, the high-earners-not-rich-yet mass-affluent customers, who are the new mass-market consumers with discretion future target market for luxury brands. This mini-book is a quick and concise overview of the HENRY'S, why this new demographic is important to brands and how to connect with this high-spending customer, poorly understood by marketers serving both the mass market and the luxury markets. It includes a look at brands, including two in-depth case studies, that are capturing the brand loyalty, and spending power, of the HENRY customer.



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