



Chasing Youth Culture and Getting it Right: How Your Business Can Profit by Tapping Today's Most Powerful Trendsetters and Tastemakers

Tina Wells

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Chasing Youth Culture and Getting it Right: How Your Business Can Profit by Tapping Today's Most Powerful Trendsetters and Tastemakers Tina Wells **Understand and market to the newest wave of millennials**

Whether you're a business professional trying to decode the \$43 billion youth market, a marketer looking for a message that connects, or an entrepreneur trying to develop youth-oriented products, *Chasing Youth Culture and Getting It Right* gives you an unparalleled field guide to the newest wave of millennials and their mindsets.

Inside this unique book, you'll meet four major tribes—the Wired Techie, The Conformist But Somewhat Paradoxical Preppy, The Always-Mellow Alternative, and The Cutting-Edge Independent—and understand their key traits, likes and dislikes, and what kind of adult they will likely become.

- Includes many examples of companies, brands, and organizations who chased the youth demographic and got it right, or who failed to nail their audience
- Understand such concepts as Warholism, Tweenabees, Hand-me-ups, Massclusivity, The Facebook Effect, and Instantity
- Author has won many honors and much media recognition as a young entrepreneur and youth marketer to watch

Want to understand the next generation? Get *Chasing Youth Culture and Getting It Right* and discover how to reach this fascinating and elusive demographic.

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