

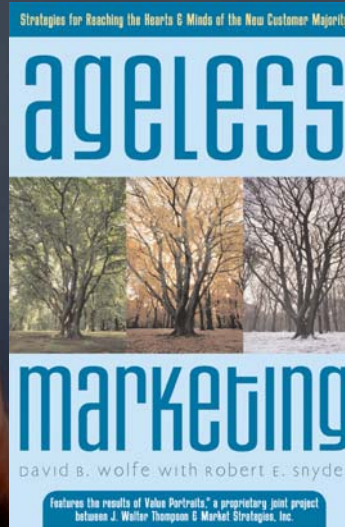
Reach the largest and richest market segment: the booming 40+ market

The New Customer Majority Demands New Marketing Strategies.

Persuasively sell to this market by understanding their core values, buying behaviors, and emotional factors. Learn how “empathetic connections” drive buying decisions, why traditional ploys will not work, and how to create marketing campaigns that yield continuing customer satisfaction and brand loyalty.

Special Offer for DDI Magazine readers!

Receive **30%** off your entire order.
Order online at www.dearborntrade.com
before the end of the year using
promotion code 10239.



\$25.00 hardcover

Peruse our online bookstore for your favorite business topics. Read book descriptions, chapter excerpts, and learn about our authors.

Excellent quantity discounts are available.

Additional discounts start at only ten copies. For information on discounts, customized covers, and electronic content, contact:

Michael Shelley
Account Manager, Corporate Sales
800-621-9621, ext. 4362
mshelley@dearborn.com

Dearborn[™]
Trade Publishing
A Kaplan Professional Company
www.dearborntrade.com
1-800-621-9621