



# Marketing to the Ageing Consumer: The Secrets to Building an Age-Friendly Business

*D. Stroud, K. Walker*

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Understand the impact of a global ageing population on how products are bought, and the effect this has on how to market and advertise these products and services to the older generation of consumers. Contains models for companies to evaluate the success of their own strategies, with tools for improving their age-friendly marketing campaigns.

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