

Trading Up Why Consumers Want New Luxury Goods And How Companies Create Them Michael J Silverstein

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Trading Up Why Consumers Want

Trading Up and trading down has a transformational effect on more and more categories, retailing and markets. Silverstein clearly explains that the increasingly sophisticated consumers of the critical "middle market" have been key to drive a polarization of the product and service offering to the high and low ends of the price spectrum.

Trading Up: Why Consumers Want New Luxury Goods--and How ...

Trading Up: Why Consumers Want New Luxury Goods--and How Companies Create Them. First published to media acclaim in October 2003, Trading Up revealed how today's middle-class consumers are seeking higher levels of quality, taste, and aspiration than had ever been possible before—in their choices of cars and clothing, vodka and beer, golf clubs and dolls, and much more.

Trading Up: Why Consumers Want New Luxury Goods--and How ...

Trading up isn't just for the wealthy anymore. These days no one is shocked when an administrative assistant buys silk pajamas at Victoria's Secret. Or a young professional buys only Kendall-Jackson premium wines. Or a construction worker splurges on a \$3,000 set of Callaway golf clubs.<br...

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Trading Up : Why Consumers Want New Luxury Goods--and How ...

Trading up isn't just for the wealthy anymore. These days no one is shocked when an administrative assistant buys silk pajamas at Victoria's Secret. Or a young professional buys only Kendall-Jackson premium wines. Or a construction worker splurges on a \$3,000 set of Callaway golf clubs. In dozens of categories, these new luxury brands now sell at huge premiums over conventional goods, and in ...

Trading Up: Why Consumers Want New Luxury Goods--and How ...

This is why consumers will purchase a car for 10X the normal price if it's marked with BMW, but why they might not make the same decision for a car from a lesser-known brand. There are a few reasons why a consumer will trade up in the marketplace. For one, a consumer might trade up because the brand meets their aspirational vision of who they ...

What is Trading Up, and Why It Matters for Marketers ...

Trading up is an important phenomenon because millions of consumers are involved in selective buying in a very wide range of categories. Although trading up involves people of all descriptions, some consumer profiles are more likely to be New Luxury spenders than others: many are single working people in their twenties.

Trading Up: Why Consumers Want New Luxury Goods... And How ...

Trading up : why consumers want new luxury goods--and how companies create them Item Preview remove-circle ... Trading up to new luxury : an overview -- The spenders and their needs : sociodemographics, emotional drivers -- The creators and their goods : definitions, forces, practices -- Inside the new American home : retailers, appliance ...

Trading up : why consumers want new luxury goods--and how ...

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Trading Up Why Consumers Want New Luxury Goodsand How ...

The must-read summary of Michael Silverstein and Neil Fiske's book: "Trading Up: Why Consumers Want New Luxury Goods - And How Companies Create Them".This complete summary of the ideas from Michael Silverstein and Neil Fiske's book "Trading Up" shows that the tastes and preferences of American middle-market consumers are changing.

Trading Up: Why Consumers Want New Luxury Goods - And How ...

Trading Up and trading down has a transformational effect on more and more categories, retailing and markets. Silverstein clearly explains that the increasingly sophisticated consumers of the critical "middle market" have been key to drive a polarization of the product and service offering to the high and low ends of the price spectrum.

Trading Up : Why Consumers Want New Luxury Goods - and How ...

What is Trading Up, and Why It Matters for Marketers. To understand what the term "trading up" means, let's start with a scenario. ... In this scenario, you've "traded up" in a variety of consumer categories: including coffee, technology, clothing, and even workout gear.

What is Trading Up, and Why It Matters for Marketers ...

Trading up is what consumers are prepared to pay a premium price for certain products that they think bring more luxury. It can be in many different areas, from Belvedere vodka or Boston Beer which costs 50% more than standard beers. It can be in things like pub food or in the doll industry, with American Girl.

BOOK REVIEW: "Trading Up: Why Consumers Want New Luxury ...

You can download Trading Up: Why Consumers Want New Luxury Goods--and How Companies Create Them in pdf format

Trading Up: Why Consumers Want New Luxury Goods--and How ...

"In Trading Up, a world-class team of consultants explores these questions and shows how companies create premium brands that appeal to the mass-market consumer. The book is teeming with ideas that are relevant to product developers, business strategists, marketers, and social critics as well as consumers themselves."--Jacket.

Trading up : why consumers want new luxury goods--and how ...

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