



Karma Queens, Geek Gods, and Innerpreneurs: Meet the 9 Consumer Types Shaping Today's Marketplace

Ron Rentel, Joe Zellnik

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What really makes consumers tick?

It's a question every marketer, innovator, entrepreneur, or trend-watcher strives to answer-especially in an age when certain types of consumers are increasingly instrumental in shaping national and even global buying habits.

Karma Queens, Geek Gods and Innerpreneurs is your hands-on guide to getting inside the minds of the people who are setting the trends in art, music, technology, fashion, health, and every kind of consumer product and service. Based on thousands of hours of consumer research conducted by Consumer Eyes, a prominent New York-based marketing firm, this book uncovers nine influential consumer types and reveals how to connect with them, market to them, and create the products that will not only win them over, but their entire social networks as well!

Consumer Eyes founder Ron Rentel takes an entertaining yet serious look at today's most emblematic consumers, analyzing everything from the products they buy, to the activities they enjoy, to the behaviors and attitudes they exhibit. You'll meet such real-life characters as:

- **Karma Queens**-women of a certain age who combine a desire to be in harmony with the universe with an appreciation of material pleasures
- **Parentocrats**-who act out of love to assure their kids security and happiness, yet often deny them the classical joys of childhood
- **Denim Dads**-for whom family involvement means more than climbing the corporate ladder
- **Innerpreneurs**-chief managers of their own "brand," they find their inspiration within themselves

By using C-Types-rich, three-dimensional consumer portraits combining quantifiable data with expressions of personality-Rentel identifies and illuminates the consumers who set the trends. He not only helps you understand Karma Queens, Geek Gods and other consumer types on a deeper level in order to reach them more effectively in your marketing and advertising, he also offers fresh insight into managing your brand and your business.

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Florence Booth:

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Patricia Gallagher:

A lot of people always spent their own free time to vacation as well as go to the outside with them loved ones or their friend. Do you know? Many a lot of people spent they free time just watching TV, or perhaps playing video games all day long. If you would like try to find a new activity this is look different you can read a new book. It is really fun for you personally. If you enjoy the book that you simply read you can spent the whole day to reading a book. The book Karma Queens, Geek Gods, and Innerpreneurs: Meet the 9 Consumer Types Shaping Today's Marketplace it doesn't matter what good to read. There are a lot of people who recommended this book. They were enjoying reading this book. If you did not have enough space to create this book you can buy typically the e-book. You can m0ore quickly to read this book from your smart phone. The price is not to cover but this book possesses high quality.

Debbie Clark:

Playing with family inside a park, coming to see the water world or hanging out with pals is thing that usually you could have done when you have spare time, after that why you don't try point that really opposite from that. One activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love Karma Queens, Geek Gods, and Innerpreneurs:

Meet the 9 Consumer Types Shaping Today's Marketplace, you can enjoy both. It is good combination right, you still wish to miss it? What kind of hang type is it? Oh can happen its mind hangout fellas. What? Still don't have it, oh come on its known as reading friends.

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