



Serving the Ageless Market: Strategies for Selling to the Fifty-Plus Market

David B. Wolfe

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Serving the Ageless Market: Strategies for Selling to the Fifty-Plus Market David B. Wolfe In this text the author takes a look into the psyche of the older person as a consumer and presents a new way of looking at marketing to people over 50. The book is concerned with the marketing techniques and opportunities that grow out of this new approach to reaching the "ageless market".



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