

CONSUMERS IN TRANSITION

Understanding the societal trends that are reshaping everyday choices

When marketers and policy makers develop their plans—for the quarter or the year ahead—the pressure to focus on short-term and tactical factors is unavoidable. But this necessary attention to the "micro" overlooks a vast number of societal forces that are shaping consumer trends—for the next months, years, and even decades. Ignoring these powerful "social currents" leaves a dangerous gap in our understanding of the consumer universe—and exposes decision makers to risk from marketplace changes that could have been anticipated and defused.

To round out your understanding of consumers in today's turbulent world of omnipresent technology and evolving shopping patterns, Knowledge Networks has partnered with Kaagan Research—experts in the study of societal change—to create *Consumers in Transition*. This unique compendium is based on the Sextant surveys of U.S. consumer attitudes, which have been conducted since 1992, with a focus on the most recent (2004) study uncovering powerful consumer themes of the last few years.



Available in book or PDF format, *Consumers in Transition* brings together a dozen articles and hundreds of charts that illuminate such crucial topics as:

- the luxury movement
- the "do-it-yourself" philosophy
- the transformation of childhood
- changes in the lifecycle and attitudes toward aging
- family and personal identity
- male vs. female roles
- religion & spirituality

Your organization can directly benefit from these insights by incorporating them into your new product or service development and your strategic management process. Clearly written and organized for maximum accessibility, *Consumers in Transition* is an indispensable resource for anyone who needs to make sound decisions about marketing to U.S. consumers in any area.

Price: \$7,500 (Book or CD-ROM)

262 Pages

For more information, contact your Knowledge Networks representative or David Stanton at 908.497.8040