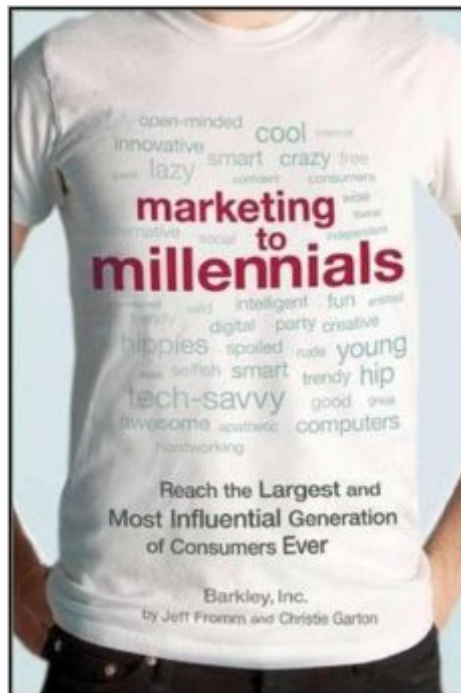


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Marketing To Millennials: Reach The Largest And Most Influential Generation Of Consumers Ever



Synopsis

The numbers cannot be ignored: eighty million Millennials wielding \$200 billion in buying power are entering their peak earning and spending years. Companies that think winning their business is a simple matter of creating a Twitter account and applying outdated notions of "cool" to their advertising are due for a rude awakening.

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