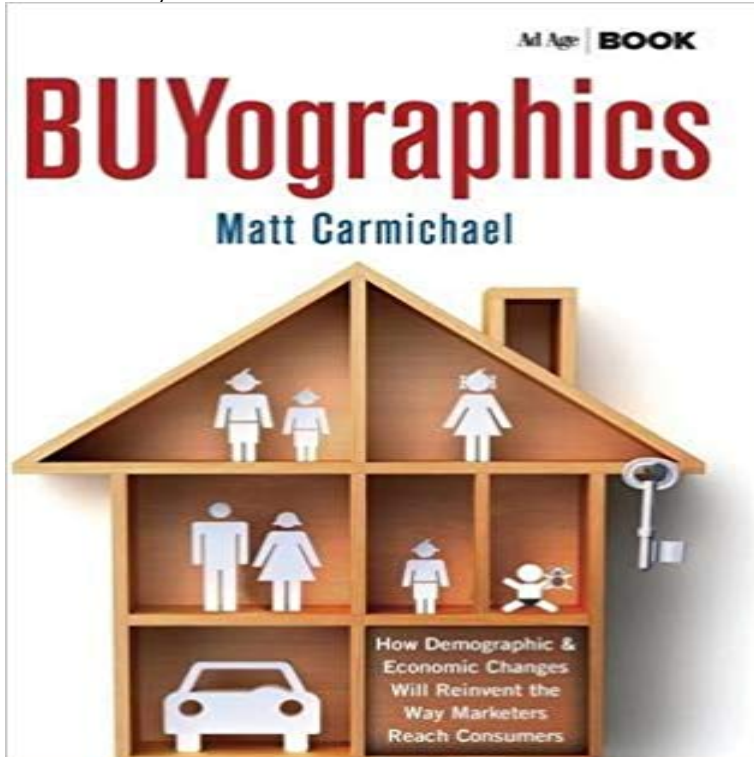


Buyographics: How Demographic and Economic Changes Will Reinvent the Way Marketers Reach Consumers



Buyographics follows eleven American families and explores how their life decisions impact consumer behavior. This is not just a data book, because each of these numbers - in datasets big and small - is a person. As you read their stories, trends come to life and provide a greater understanding of how to reach your target.

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