

## Reframe the Marketplace: The Total Market Approach to Reaching the New Majority



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*(Prof. Esteban Wuckert)*

## REFRAME THE MARKETPLACE: THE TOTAL MARKET APPROACH TO REACHING THE NEW MAJORITY

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John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Reframe the Marketplace: The Total Market Approach to Reaching the New Majority, Jeffrey L. Bowman, Jeremy Katz, Most businesses are ignoring the more than \$4 Trillion new majority market. Is your business one them? Learn how to REFRAME your business for the Total Market Sometime around 2040, ethnic minorities will become the majority of the US population. Brands and businesses are not prepared. REFRAME: The Marketplace is the first guide for businesses eager to take advantage of the New Majority opportunity. Author Jeffrey L. Bowman is considered the pioneering thought leader and practitioner of the Total Market approach. He is a senior partner and managing director at Ogilvy & Mather, one of the world's largest advertising and communications agencies. Within four years, Bowman's practice was able to deliver more than \$5 million in incremental fees and win industry awards for strategy, creativity, and brand effectiveness. In this forward-looking and invaluable resource, Bowman shows you how to recognize this huge, underserved market. He then teaches you how to reorganize your enterprise to reap the rewards of this burgeoning segment. New majorities have already emerged in the top ten US cities. You'll learn how this market came about, why they've been ignored for the last fifty years, and, most importantly, how you can engage them so that they become your customers for life. The new majority consumer segments are the primary drivers of contemporary social and cultural change, and they influence the behaviors of those to whom brands cater not the other way around. Bowman teaches you to flip the script and start targeting those who start trends, speak up, and push for progress in all aspects of life. That's the way to see your brand take off and develop the following...



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