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Trading Up: Why Consumers Want New Luxury Goods--and How ...  
First published to media acclaim in October 2003, Trading Up revealed how

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today's middle-class consumers are seeking higher levels of quality, taste, and aspiration than had ever been possible before—in their choices of cars and clothing, vodka and beer, golf clubs and dolls, and much more.

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any more. These days no one is shocked when an administrative assistant buys silk pajamas at Victoria's Secret. Or a young professional buys only Kendall-Jackson premium wines. Or a construction worker splurges on a \$3,000 set of Callaway golf clubs. In dozens of categories, these new luxury brands now sell at huge premiums over conventional goods, and in ...

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The must-read summary of Michael Silverstein and Neil Fiske ' s book:

“ Trading Up: Why Consumers Want New Luxury Goods – And How Companies Create Them ” . This complete summary of the ideas from Michael Silverstein and Neil Fiske ' s book “ Trading Up ” shows that the tastes and preferences of American middle-market consumers are changing.



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## New Luxury Goods And

Trading Up: Why Consumers Want New Luxury Goods - And How ...

Trading up is an important phenomenon because millions of consumers are involved in selective buying in a very wide range of categories. Although trading up involves people of all descriptions, some consumer profiles are more likely to be New Luxury spenders than others: many are single working people in their twenties.

Trading Up: Why Consumers Want New Luxury Goods... And How ...

Overview. Trading up isn't just for the wealthy anymore. These days no one is shocked when an administrative assistant buys silk pajamas at Victoria's Secret. Or a young professional buys only Kendall-Jackson premium wines. Or a construction worker splurges on a \$3,000 set of Callaway golf clubs. In dozens of

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categories, these new luxury brands now sell at huge premiums over conventional goods, and in much larger volumes than traditional old luxury goods.

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"In Trading Up, a world-class team of consultants explores these questions and shows how companies create premium

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brands that appeal to the mass-market consumer. The book is teeming with ideas that are relevant to product developers, business strategists, marketers, and social critics as well as consumers themselves."--Jacket.

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