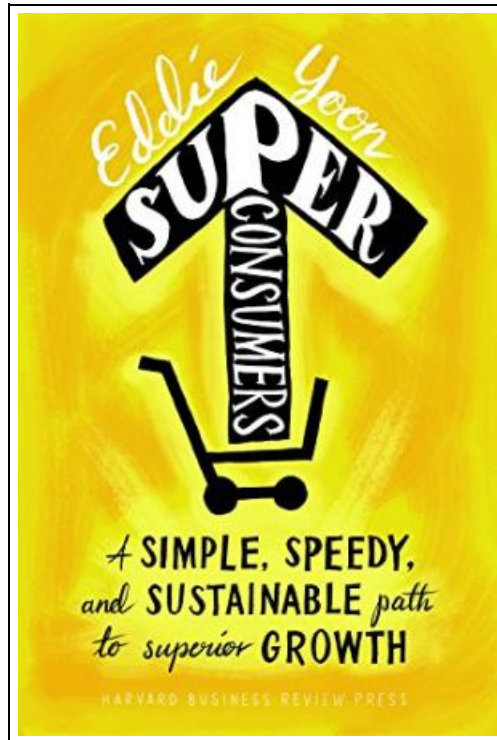


## Superconsumers: A Simple, Speedy, and Sustainable Path to Superior Growth



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## SUPERCONSUMERS: A SIMPLE, SPEEDY, AND SUSTAINABLE PATH TO SUPERIOR GROWTH



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Harvard Business Review Press. Hardcover. Condition: New. 224 pages. Fanboys. Pork dorks. Tech nerds. These consumers have a lot in common: they care a lot about a specific brand, product, or market; they pursue their passions with fervor; and they spend a lot of money in the process. Theyre superconsumers. Superconsumers are everywhere, and they span categories, countries, and age groups. There are superconsumers of sneakers, bacon, cars, wine, and sports memorabilia. There are even superconsumers of white bread and white socks. Although these fanatics are relatively small in numberthey make up only about 10 of consumersthey can drive between 30 and 70 of sales. Simply put, they are the key to fast, simple, and sustainable growth. Eddie Yoon, a strategy consultant with over 15 years of experience, takes us into the minds of superconsumers of all kinds of brands, including American Girl, Safeway, and, yes, even Velveeta, the 4 box of cheese. He reveals what makes these fanatics tick and why they spend so much more than other consumers. And, most important, he teaches readers how to use readily available data to identify their own superconsumers and then use this newfound knowledge to transform ordinary consumers into more profitable superconsumers. Rich with data, research, and case studies, Superconsumers takes an in-depth look at a lovable, unique, and utterly fascinating group of people. Its a practical guide for readers interested in tapping into new revenue streams, boosting sales, and transforming their companies. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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