



The Consistent Consumer: Predicting Future Behavior through Lasting Values

Ken Beller, Steve Weiss, Louis Patler

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Values are top-of-mind in business these days and have become especially important in today's challenging marketing environment. But do you actually understand values—what they are, where they come from, and why they matter? After reading this book, you will.

Because we are entering an era characterized by the most generationally and ethnically diverse consumer groups in American history, it's never been more important for you to understand what values influence today's segmented populations and how you can best position your products and services to influence these distinct groups.

Market research over the last few decades has emphasized behavioral-based demographic profiles like Baby Boomers, Generation X, and the Millennials. But *The Consistent Consumer* says values are much stronger indicators of future consumer buying behavior. The authors will introduce you to five proprietary "Value Populations" that are united not by behaviors, but by their shared history and culture—conditions that set lasting values and, ultimately, the purchasing behaviors for each of these groups. Quite simply, *The Consistent Consumer* will tell you how to make your business more profitable. You'll not only find out how organizations like California Closets and the National Basketball Association have used these values-based profiles to increase their marketing impact, but also how you can apply this same system to increase the power of your own marketing efforts and to enhance your bottom line. With *The Consistent Consumer* as your guide, you'll understand how to:

- Create innovative products and services.
- Align your products with consumer values.
- Develop strong selling relationships with high-potential customers.
- Assess the risk-reward ratio for entering new markets.
- Evaluate emerging trends as lucrative marketing opportunities.
- And influence customer buying decisions for immediate and lasting profit.

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