



# **No B.S. Guide to Marketing to Leading Edge Boomers & Seniors: The Ultimate No Holds Barred Take No Prisoners Roadmap to the Money**

*Dan S. Kennedy*

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For the next 20 years, roughly 10,000 citizens will hit medicare eligibility each and every day. Understanding their attitudes, interests, spending patterns, buying preferences and the emerging opportunities for profiting by targeted development and marketing of products and services to them is vital to the forward thinking entrepreneur and marketing executive. There is no product, service, industry or profession category unaffected by this demographic sea-change. The leading-edge boomer and senior population quietly controls the majority of the discretionary spending and investing capability, so this is the roadmap to the money.

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