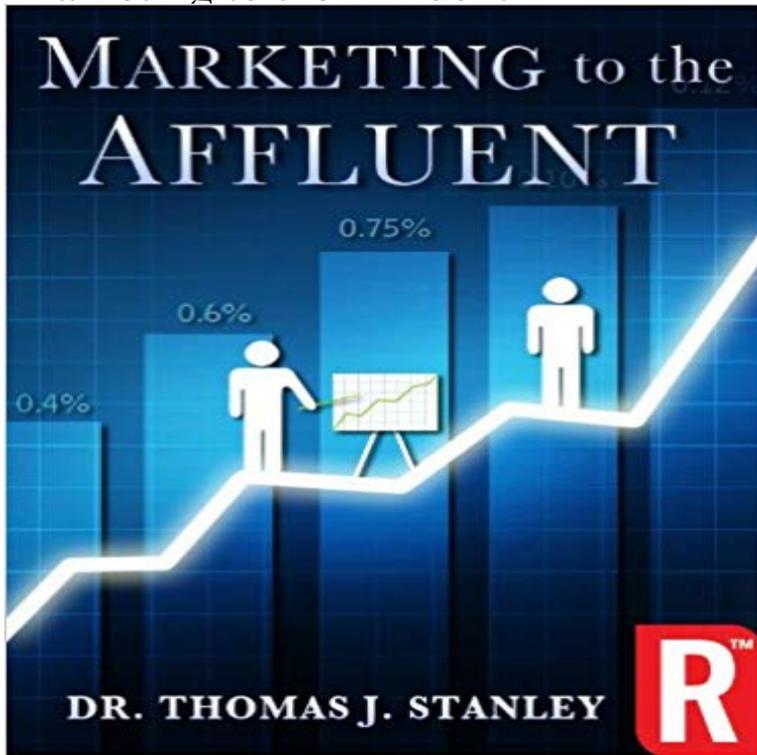


## Marketing to the Affluent



No one knows the rich like Thomas Stanley. In this book, the bestselling author of *The Millionaire Next Door* defines the traits of the wealthy and what it takes to reach, persuade, and market to this highly targeted audience. Stanley discusses the real needs and desires of the rich, discussing their divergences from the needs of less-affluent consumer audiences and outlines several highly effective and proven ways to meet those needs, including how to attract wealthy customers through word-of-mouth recommendations from their friends, family, and business associates. This book provides a powerful and proven road map to successful marketing for the rich, and is required reading for anyone tasked with marketing to an affluent audience.

**ABOUT THE AUTHOR** Formerly a professor of marketing at Georgia State University, Dr. Stanley spent approximately 20 years interviewing America's wealthy, starting in 1973 and focusing on people with a net worth of at least \$1 million. His first book, *Marketing to the Affluent*, was chosen as a Top 10 Outstanding Business Book by the editors of *Best of Business Quarterly*. He achieved popular acclaim with *The Millionaire Next Door*, selling over 2 million copies. His subsequent book, *The Millionaire Mind*, debuted at #2 on the *New York Times* bestseller list. Dr. Stanley holds a PhD in Business Administration from the University of Georgia in Athens. He currently lives in Atlanta.

Who are affluent customers, and how can you best reach them? The face of the affluent is changing, according to The Ipsos Affluent Survey. Recently I attended a conference that focused on marketing to affluent consumers. As I listened to a day's worth of presentations, I realized that affluent buyers, customer profiles, high-income, millennials, rich us to share advice on reaching affluent buyers through targeted marketing. One of the most effective ways to reach the affluent consumer market online is through inbound marketing. In this post, we explore 5 actionable insights for direct marketing to the affluent segment and capitalizing on this \$260B opportunity. Few advertisers realize the degree to which wealthy people are insulated from the marketing efforts that target them. Who do you suppose is Marketing to the

Affluent has 73 ratings and 3 reviews. From The New York Times Bestselling Author of The Millionaire Next Door, the Classic Guide to Buy Marketing to the Affluent New edition by Thomas Stanley (ISBN: 9780070610477) from Amazon's Book Store. Everyday low prices and free delivery on No B.S. Marketing to the Affluent: The Ultimate, No Holds Barred, Take No Prisoners Guide to Getting Really Rich [Dan S. Kennedy, Nick Nanton] on Marketing seems always to be characterized by conflicting ideals and best practices when it comes to affluent customers: Focus on value, but build a distinctive. In his book No B.S. Marketing to the Affluent, business coach and consultant Dan S. Kennedy shows you how to re-position your business,