



What Do HENRYs Want?: Reaching the Most Important Affluent Demographic: High-Earners-Not-Rich-Yet

Pamela N. Danziger

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What Do HENRYs Want? Your guide to reaching the most important affluent demographic -- High-Earners-Not-Rich-Yet New mini-book by speaker, author and luxury marketing expert Pam Danziger. Gain new insights and understanding about the HENRYs, the high-earners-not-rich-yet mass-affluent customers, who are the new mass-market consumers with discretion & future target market for luxury brands. This mini-book is a quick and concise overview of the HENRYs, why this new demographic is important to brands and how to connect with this high-spending customer, poorly understood by marketers serving both the mass market and the luxury markets. It includes a look at brands, including two in-depth case studies, that are capturing the brand loyalty, and spending power, of the HENRY customer.



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