

TALK BEAUTY TO ME

HOW MARKETERS CAN SPEAK THE LANGUAGE
OF BEAUTY TO THE NEXT GENERATION

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Talk Beauty To Me: How Marketers Can Speak the Language of Beauty To the Next Generation



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Dear Entrepreneurs, You've been speaking with another generation wrong every along. This new band of consumers is nothing beats those before. Cosmetics are a \$265 billion industry world-wide, and the stakes haven't been higher. Another generation is demanding an integrated, more personal approach, but most businesses are struggling to stick out and find their voice. After all, beauty is definitely in the attention of the beholder, and these new eyes are nothing like we've ever noticed before. e Lauder and L'Oréal have already spotted this craze and adapted to the changing landscape. But not every organization has been so lucky. Nevertheless, in doing this, they must be able to still match the high demands each unique consumer provides. With technology and cultural media growing to be leading influencers among consumers, beauty marketers should be able to seamlessly integrate these new areas of modern life to their campaign efforts. Learn to market to this fresh generation as individual customers to develop your business. Although that is no easy task, companies Like Esté



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"Fashion comes and goes, Style goes on forever! Very insightful! Kanika's story about how she learned all about makeup from her mother really drew me personally in. It's time to realize why we understand our fashion differently than before and stop trying therefore desperately to maintain with the many fads/trends. There is indeed much depth behind the book — it's an excellent collection of stories I was one the advanced readers of Talk Beauty IF YOU ASK ME. A New Age of Marketing Great for any business that wants to hook up to a fresh age of consumers.. It's amazing to see the finished product. There is so very much depth behind the reserve — it's an excellent collection of stories, narratives and I specifically adored reading about how exactly Kanika first got interested in makeup and beauty!" Kanika conveys a timeless writing style in her publication that is appropriate to discuss the rapidly changing world of modern fashion. Kanika's story about how she learned about makeup from her . It's amazing to start to see the finished product I have followed Kanika's journey as she was researching and composing the reserve.. Younger generations are responding in different ways to "beauty" than prior generations which book does an excellent job explaining why. Extremely honest, raw, thoughtful and deep. Certainly worth reading!



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