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The Money Answers Show Monday at 12 Noon Pacific June 28th 2010: The Age Curve, How to Profit from the Coming Demographic Storm

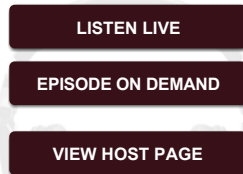
Today we speak with Kenneth W. Gronbach, President of KGC Direct, about his book with the title above. For years, marketers have held on to unwavering beliefs that have dictated how they market to their consumers, but the hard truth is that the changes we see in marketing and business are based on one undeniable factor--the size of the generations we are selling to. As each generation ages, what they buy and how much they buy will change. As these customers grow up, the smartest marketers will stay ahead of them--and their money. In *The Age Curve*, marketing guru Kenneth Gronbach shows executiv

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Featured Guest



Kenneth W. Gronbach

Kenneth W. Gronbach is a gifted public speaker and a nationally recognized expert in the field of Demography and Generational Marketing. An accomplished President and CEO, Ken makes the science of shifting demography come alive with real life examples that make it relevant to today's culture, business climate and economy. Ken is a marketing guru who regularly provides counsel to Fortune 500 companies, large and small privately held businesses across the United States. In his new best selling book *"The Age Curve, How to Profit from the Coming Demographic Storm"*, published by The American Management Association, Ken takes you through a fascinating common sense understanding of shifting demogra

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