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### Trading Up: Why Consumers Want New Luxury Goods--and How

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Trading Up and trading down has a transformational effect on more and more categories, retailing and markets. Silverstein clearly explains that the increasingly sophisticated consumers of the critical  $\zeta$  middle market  $\zeta$  have been key to drive a polarization of the product and service offering to the high and low ends of the price spectrum.

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No longer do higher prices mean that less products or services are sold. Instead, these consumers are eager to pay a premium price for remarkable products. Trading up, according to the authors, has allowed companies to sell their products at higher prices than conventional goods in much higher volumes than traditional luxury goods.

Trading Up: Why Consumers Want New Luxury Goods - And How

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First published to media acclaim in October 2003, Trading Up revealed how today 's middle-class consumers are seeking higher levels of quality, taste, and aspiration than had ever been possible before—in their choices of cars and clothing, vodka and beer, golf clubs and dolls, and much more.

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Trading up is what consumers are prepared to pay a premium price for certain products that they think bring more luxury. It can be in many

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different areas, from Belvedere vodka or Boston Beer which costs 50% more than standard beers.

Trading Up by Michael J. Silverstein, Neil Fiske, John ...

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Michael J. Silverstein - Wikipedia

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Trading Up: Why Consumers Want New Luxury Goods--and How Companies Create Them. Or a young professional buys only Kendall-Jackson premium wines. Or a construction worker splurges on a \$3,000 set of Callaway golf clubs. In dozens of categories, these new luxury brands now sell at huge premiums over conventional goods,...

Trading up : why consumers want new luxury goods--and how ...

“ At the high end, consumers are trading up, paying a premium for high-quality, emotionally rich, high-margin products and services. At the low end, consumers are relentlessly trading down, spending as little as possible to buy basic, low-cost goods and services. ”

BOOK REVIEW: “ Trading Up: Why Consumers Want New Luxury

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Trading Up: Why Consumers Want New Luxury Goods--and How Companies Create Them by Michael J. Silverstein and Neil Fiske  
Trading up isn't just for the wealthy anymore. These days no one is shocked when an administrative assistant buys silk pajamas at Victoria's Secret. Or a young professional buys only Kendall-Jackson premium wines.

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Trading Up Why Consumers Want New Luxury Goods and How Companies Create Them

Trading Up, Updated 2 and income. Consumers who trade up tend to be well educated and therefore command higher incomes and maintain higher spending levels. In addition, they save money even while “ protecting ” the most meaningful luxury items in their household budgets. The impact of younger and older consumers on trading up.

Trading Up, Updated - BCG

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Victoria's Secret. Or a young professional buys only Kendall-Jackson premium wines.

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Career. He is the author of Trading Up: The New American Luxury, Treasure Hunt: Inside the Mind of the New Consumer, Women Want More: How to Capture Your Share of the World's Largest Fastest-Growing Market, and The Ten Trillion Dollar Prize: Captivating the Newly Affluent in China and India. He is a regular contributor to Bloomberg Television.

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