

Download Summary Trading Up Review And Analysis Of Silverstein And Fiskes Book

In *Trading Up*, Michael Silverstein and Neil Fiske, two consultants from The Boston Consulting Group who have studied this phenomenon, explain that an emotional connection is just one of several parts to the New Luxury equation. The authors write that New Luxury products and services are those that possess higher levels of quality, taste and aspiration than other goods in their category, but they are not priced so high that they are out of reach for middle-market consumers. This complete summary of the ideas from Michael Silverstein and Neil Fiske's book "Trading Up" shows that the tastes and preferences of American middle-market consumers are changing. More and more, they are becoming willing to "trade up" in some areas – to pay a premium price for products and services that provide a greater level of quality than typical mass market offerings. This complete summary of the ideas from Michael Silverstein and Neil Fiske's book "Trading Up" shows that the tastes and preferences of American middle-market consumers are changing. More and more, they are becoming willing to "trade up" in some areas – to pay a premium price for products and services that provide a greater level of quality than typical mass market offerings.