

Vibrant Nation: What Boomer Women 50+ Know, Think, Do and Buy

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Vibrant Nation: What Boomer Women 50+ Know, Think, Do and Buy provides the first definitive description of women in the lifestage that the authors aptly describe as "post minivan and pre-retirement." Call them post-menopausal, empty nest, or midlife, women who have passed beyond the mommy stage and into mature adulthood are reaching new peaks as breadwinners, influencers and chief decision-makers for their extended families. Through original research, case histories and the voices of the women themselves, Vibrant Nation provides everything you need to build powerful campaigns that will take your brand to the next level with this critically important consumer.