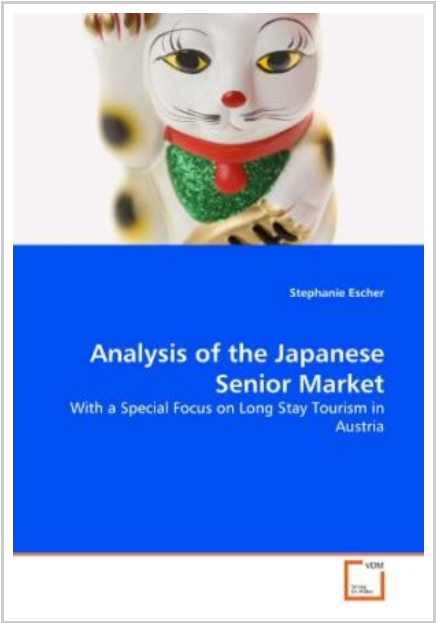


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Analysis of the Japanese Senior Market

By Escher, Stephanie

Book Condition: New. Publisher/Verlag: VDM Verlag Dr. Müller | With a Special Focus on Long Stay Tourism in Austria | Contrary to youth obsessed Europe, Japan has learned its lesson to why bother about elderly people. The seniors in jeans are young at heart and enjoy themselves and to this end are ready to spend. They are no easy prey, demanding premium quality goods and sophisticated services. In future, seniors will undoubtedly be an important driving force for Japan's economy. This publication is an extensive guidebook for Western companies which plan to operate in the Japanese senior market. It answers two questions: How does the senior market tick? And how can foreign business gain a foothold in the toughest market of little understood Japan? If companies want to succeed, they have to adapt to consumer needs not the other way around. | Format: Paperback | Language/Sprache: english | 203 gr | 220x150x7 mm | 140 pp.

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