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THE CONSISTENT CONSUMER:
Predicting Future Behavior Through Lasting Values
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WHY “VALUES” WILL DRIVE FUTURE BUYING BEHAVIOR

CHICAGO, April 2005 – Politicians have latched on to the “values” catchphrase after last November’s surprising U.S. election. And, according to a new business book, marketers should be following suit.

The Consistent Consumer: Predicting Future Behavior Through Lasting Values (Dearborn Trade Publishing, May 2005, hardcover, \$25) says that while marketers typically rely on research that segments customers according to group behaviors (Baby Boomer, Generation X, etc.), they are better served using **values-based systems** to position their products and services.

“Traditional market research is based on analyzing past behavior to predict future behavior,” says Ken Beller who, along with Steve Weiss and Louis Patler, authored ***The Consistent Consumer***. “But past behavior can’t predict future behavior and it doesn’t delve into the cultural and historical drivers that shape a generation’s values and, ultimately, its buying decisions.”

In ***The Consistent Consumer*** Beller and his colleagues present five values-based population profiles that readers can use to guide innovation, enhance customer loyalty, and influence consumer buying decisions for years to come. The book is rich with insights that will help readers brand their products and services at a much deeper and more lasting level, suggesting ways to:

- Increase sales by understanding what drives consumer spending
- Customize messages that motivate groups more effectively
- Enhance market share by speaking to a generation’s shared values
- Avoid alienating some groups while inspiring others

With ***The Consistent Consumer***, businesses of all kinds will learn to influence consumer behavior for immediate and enduring profit.

About the Authors

Ken Beller is the president of Near Bridge, Inc., a strategic marketing, trend analysis, and leadership development consulting firm. Ken has worked for some of the world's most prominent companies including General Electric, Applied Materials, and NASA, and has spent more than six years on professional assignments throughout North America, Asia, and Europe. He is a dynamic speaker and a proven leader in the development and implementation of global strategic planning and change. He has spoken at numerous colleges and universities and has been a trainer and lecturer for the American Production and Inventory Control Society (APICS).

Steve Weiss is the director of trends research for Near Bridge, Inc. He is an award-winning journalist, a graduate of the Culinary Institute of America, the former executive food & beverage editor of *Restaurants & Institutions* magazine, and an experienced marketing and management consultant to the foodservice industry for the last 25 years. His work has been profiled in *Nation's Restaurant News*, *Restaurant Hospitality*, and *Restaurant Business* magazines. He currently authors a monthly marketing column for *QSR*, the leading trade publication of the quick-serve restaurant industry.

Louis Patler is an award-winning author, speaker, and the chairman of Near Bridge, Inc. He has consulted on emerging business and consumer trends for Fortune 500 companies, multi-national corporations, and foreign governments. Patler writes frequently for newspapers and magazines in the United States and abroad, and he has been featured on England's BBC, SKYTV and Canada's CBC-Radio. He is the author of books including the *New York Times* best seller, *If it Ain't Broke...BREAK IT!: Unconventional Wisdom for a Changing Business World* (Warner Books, 1992), which has been excerpted into 17 languages with over 425,000 copies in print.

About the Title

The Consistent Consumer: Predicting Future Behavior through Lasting Values (\$25, 320 pages, 6 x 9-inch hardcover, ISBN: 1-4195-0273-5) is available at neighborhood and online bookstores or by calling 800-245-2665.

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