



WHAT READERS ARE SAYING ABOUT
CONSISTENT CONSUMER

THE

"I believe in this book. *The Consistent Consumer* synthesizes politics, the arts, history, economics, and philosophy and reaches valuable conclusions. It is immensely entertaining, but most importantly to me, it is a valuable business tool. We are excited about applying its wisdom to our sales presentations."

**—Neil S. Cumsky, CEO
Princeton Resorts Group, LLC**

"There are no limits to where you can take the information you gather from this book in improving your understanding of today's consumers. Open your briefcase and find a permanent place for this great read"

**—John A. Pryor, President and C.O.O.
Cousins Subs.**

"An insightful and long overdue book! Finally someone has explained clearly how to predict future behavior based on generational values. A must reading for any businessperson. Our marketing department is all over this book."

**—Therese Thilgen, President/Chief Content Officer
Franchise UPDATE, Inc.**

"Precise, witty...observations that are so dead-on that they hit you in the head like a well-aimed hammer. *The Consistent Consumer* doesn't just identify what people do and how they behave, but it uncovers the WHY people do what they do. It's one of the smartest books you'll ever meet."

**—Dan Fogarty, Keeper of the Faith
Chipotle Mexican Grill**

"This is the book all executives need to have on their shelves if they want to understand the real issues that enable them to enhance the power of their brand, develop a viable, long term relationship with their customers, and increase bottom-line results. Most importantly, *The Consistent Consumer* can be readily implemented ...it makes sense!"

—Florence Stone, Editorial Director



American Management Association

“Beller, Weiss, and Patler introduce a fresh perspective on five "generations" of American consumers. Their value-centered approach defines what really drives employee and buyer behavior and delivers a strategic and hands-on guide for 21st-century business managers and marketers.”

—**Michael Bartlett, former Editor-in-Chief,
*Restaurants & Institutions Magazine***

“*The Consistent Consumer’s* exciting definition of generations holds together far better than the broader categories we are all used to using (such as "boomers"). The lively descriptors bring them to life in ways we can all relate, and so in turn determine appropriate actions as well.”

—**Chris Shipp, Sr. Vice President, Investment Advice and Products
Charles Schwab and Company, Inc.**