

# **Marketing To Millennials: Reach The Largest And Most Influential Generation Of Consumers Ever By Jeff Fromm;Christie Garton**



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### **Christie garton | millennial marketing**

Christie Garton is an award Sourcebooks 2013) and co-author of Marketing to Millennials: Reach the Largest and Most Influential Generation of Consumers Ever

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Apr 17, 2014 According to Chris Rimlinger, senior vice president of marketing at Money Mailer, they may not be the best places to reach millennials.

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