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Posts by Jeff Fromm and Christie Garton. They are coauthors of Marketing to Millennials: Reach the Largest and Most Influential Generation of Consumers Ever,

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Millennials are a continually moving target that requires ongoing study, but creating campaigns with elements to engage the demographic will extend the reach of

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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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The popularity of Barkley's millennials work led to a book deal with Amacom Publishing. In July 2013, we saw the release of "Marketing to Millennials: Reach the

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