



# The \$100 Billion Allowance: How to Get Your Share of the Global Teen Market

*Elissa Moses*

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## **The \$100 Billion Allowance: How to Get Your Share of the Global Teen Market** Elissa Moses

"A fascinating insight into the lives of global teens, with clever tips and very clear steps to help any marketer find the way through to the hearts and minds of today's youth population." -Roy Edmondson, Presence and Publicity Director, Levi Strauss & Co.

"Elissa Moses's book does the best job I've ever seen of breaking down, bite by bite, a look at teen culture in a range of countries and across a range of industries. A bible for anyone doing business targeting global youth." -Marian Salzman, Worldwide Director, Brand Futures Group

"Insights from The \$100 Billion Allowance have already helped Philips better connect to global youth." -Cor Boonstra, President, Royal Philips Electronics N.V.

"Anyone interested in globalization has to read The \$100 Billion Allowance. Elissa Moses's new book stands alongside The Lexus and the Olive Tree by Tom Friedman as a twenty-first-century globalization guidebook." -Joseph T. Plummer, Executive Vice President, Director of Brand Strategy on Global Accounts, McCann Erickson Worldwide

"Elissa Moses is one of those rare shrinks who knows how to actively listen and exactly when to ask why . . . but she never stops there. Elissa offers the clear explanations for action that any consumer-oriented company always needs." -Gerard Dufour, Founding Partner, BLIS, former Senior Director of Marketing, Royal Philips Electronics N.V.

"Elissa Moses feels the pulse of the global teen market and finds it vibrating with energy and bursting with potential for the astute marketer." -Arthur Selkowitz, Chairman and CEO, D'Arcy Masius Benton & Bowles

"The \$100 Billion Allowance is filled with some wonderful insights for all marketers . . . and parents." -Ron Berger, Chief Executive Officer, Messner Vetere Berger McNamee Schmetterer/EURO RSCG

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