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Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales

Maria T. Bailey

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Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales Maria T. Bailey How are Millennial Moms - the largest cohort in U.S. history - different from other generations? How can you effectively engage with them on their unique terms, and tap into their annual combined spending power of $750 billion? Earning their business is a snap, tap, or click away thanks to this concise, user-friendly compendium of insights and recommendations by Maria Bailey, internationally known marketing expert.

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