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Create Them Michael Silverstein Create Them ” . This complete summary of the ideas from Michael Silverstein and Neil Fiske ’ s book “ Trading Up ” shows that the tastes and preferences of American middle-market consumers are changing.

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Trading up is an important phenomenon because millions of consumers are involved in selective buying in a very wide range of categories. Although trading up involves people of all descriptions, some consumer profiles are more likely to be New Luxury spenders than others: many are single working people in their twenties.

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