

# **Gen BuY: How Tweens, Teens And Twenty-Somethings Are Revolutionizing Retail By Kit Yarrow;Jayne O'Donnell**



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which is a blend of between and teen. The term tween was previously used in J. R. R. Tolkien's earlier works with each generation since to buy brand-name

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Kit Yarrow, Author, Jayne O'Donnell, Author. Jossey-Bass \$24.95 (250p) ISBN 978-0-470-40091-3

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I bought Gen BuY to learn more about why my teenagers and their friends are so into shopping and what retailers are doing to try to get them to buy things.

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