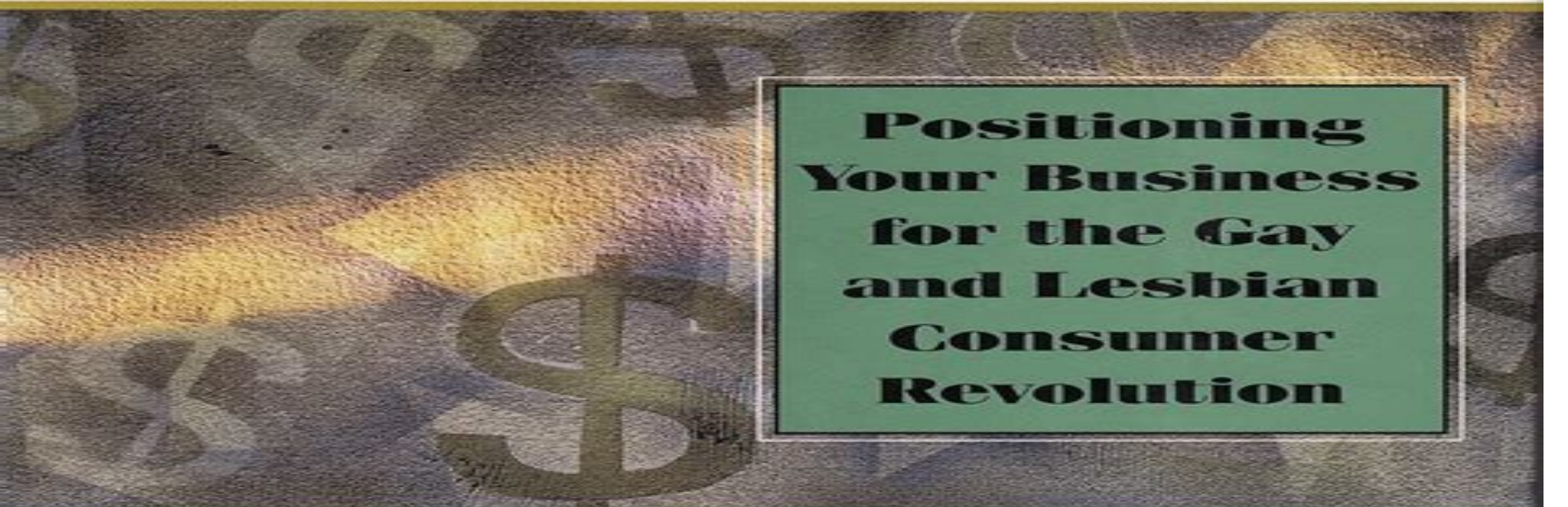


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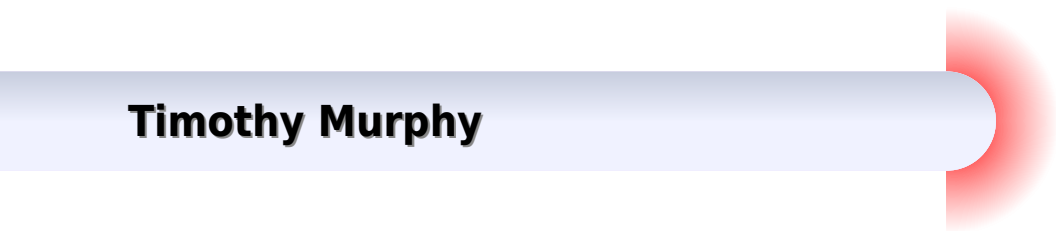


**Positioning
Your Business
for the Gay
and Lesbian
Consumer
Revolution**

Grant Lukenbill

Untold Millions Positioning Your Business For The Gay And Lesbian Consumer Revolution

Timothy Murphy



Untold Millions Positioning Your Business For The Gay And Lesbian Consumer Revolution:

Untold Millions Grant Lukenbill,1997-01-01 *Untold Millions* John Dececco, Phd,Grant Lukenbill,2013-12-02 The first definitive book on researching gay and lesbian market behavior *Untold Millions The Truth About Gay and Lesbian Consumers* in America will help marketers advertisers and public relations managers learn how to successfully market and research products for gay and lesbian consumers Author Grant Lukenbill a leading consultant on the cultural and motivational aspects of gay and lesbian consumer behavior provides you with important procedures research and guidelines that businesses today are following in order to develop successful marketing strategies to this growing target audience From this updated and revised edition you ll receive current methods new data and sure fire strategies that will help your company break into this market segment satisfy intended customers and boost company sales Providing you with statistics and data from the first market research study of its kind the Yankelovich MONITOR s *Gay and Lesbian Perspective* this book gives you suggestions on what things need to be done within your company before planning your marketing strategies You ll benefit from ideas and suggestions in *Untold Millions* that will help you create consumer driven market strategies to gays and lesbians including recognizing that there are families and relationships in society that are not heterosexual acknowledging age differences and the needs of particular generations attracting customers by circulating non discriminatory hiring policies through press releases and company memos installing domestic partner health care plans and identifying cultural reference points to which gays and lesbians can relate remembering that many gays and lesbians may look at business with cynicism and doubt and may be quick to interpret actions as victimization referring to the Wall Street project before addressing gay and lesbian specific issues focusing on the areas of individuality a need for association and the need to alleviate stress reserving a post script in your direct marketing letter to remind consumers of your company s domestic partner benefits or if you support a particular gay lesbian interest organization *Untold Millions* contains advice on several other topics such as corporate legal issues public information trends and analysis and changes in gay and lesbian communities to give familiarize you with your target audience With *Untold Millions* you ll be able to develop appealing marketing or advertising campaigns that will satisfy the highly profitable and emerging gay and lesbian consumer market Virtuous Vice Eric O. Clarke,2000-03-14 Uses queer theory and Marx s theory of value to explore issues of assimilation representation and equivalence tracing the concepts through selected 19th century texts and contemporary gay and lesbian studies Reader's Guide to Lesbian and Gay Studies Timothy Murphy,2013-10-18 The Reader s Guide to Lesbian and Gay Studies surveys the field in some 470 entries on individuals Adrienne Rich arts and cultural studies Dance ethics religion and philosophical issues Monastic Traditions historical figures periods and ideas Germany between the World Wars language literature and communication British Drama law and politics Child Custody medicine and biological sciences Health and Illness and psychology social sciences and education Kinsey Report In the Pink Sue Levin,1999 Readers of *In the Pink* will gain practical useful tips on running and

starting a gay focused business being partners with their partners managing gay employees and much more In the Pink also gives the reader personalized help on general issues such as motivation personality finance marketing planning and management from a gay perspective It tells you how to find a mentor how to apply for a bank loan how to market to the gay and non gay communities whether or not your business should come out and much more Copyright Libri GmbH All rights reserved

No Place Like Home Christopher Carrington,2009-01-14 In this rich surprising portrait of the world of lesbian and gay relationships Christopher Carrington unveils the complex and artful ways that gay people create and maintain both homes and chosen families for themselves Carefully separating stereotype from reality Carrington investigates family in the gay and lesbian community Relying upon interviews and observation the author analyzes the loves and routings of 52 diverse lesbian gay and bisexual couples in the Bay area He closes the work with a discussion of the raging same sex marriage debate and posits an enlightened solution to this dilemma Library Journal

Untold Millions Grant Lukenbill,1995 Untold Millions is the definitive guide for marketers executives advertisers employees and entrepreneurs who want to get their companies on track for this new marketplace revolution Using the most valuable research data to date from the groundbreaking 1994 Yankelovich MONITORE Perspective on Gays Lesbians Grant Lukenbill reveals an in depth profile of gay and lesbian consumers who they are what they need what they buy and what motivates how they spend their money In addition he offers concrete proven strategies for positioning products and services to this defined consumer segment from building good relationships with the gay and lesbian market through corporate sponsorships to avoiding nightmares set off by outdated personnel policies BOOK JACKET Title Summary field provided by Blackwell North America Inc All Rights Reserved

Gay Market Guide , **Rethinking Commodification** Martha Ertman,Joan C. Williams,2005-08 In a world that is often ruled by buyers and sellers those things that are often considered priceless become objects to be marketed and from which to earn a profit

Transcultural Marketing Marye Tharp,2014-12-17 Because American consumers transmigrate between social identities in expressing their values and affiliations marketers must apply transcultural marketing methods and offer a cultural values proposition to build long term customer relationships This unique book weaves these topics into profiles of 9 influential American subcultures currently shaping their members marketplace choices

Talking Visions Ella Shohat,2001 This multivoiced collection of essays and images presents a relational feminism of diverse communities affiliations and practices

Business, Not Politics Katherine Sender,2005-01-05 In a hard hitting book that refutes conventional wisdom Katherine Sender explores the connection between the business of marketing to gay consumers and the politics of gay rights and identity She disputes some marketers claims that marketing appeals to gay and lesbian consumers are a matter of business not politics and that the business of gay marketing can be considered independently of the politics of gay rights identity and visibility She contends that the gay community is not a preexisting entity that marketers simply tap into rather it is a construction an imagined community formed not only through political

activism but also through a commercially supported media She argues that marketing has not only been formative in the constitution of a GLBT community and identity but also has had significant impact on the visibility of gays and lesbians

Queers in American Popular Culture Jim Elledge, 2010-10-06 This three volume collection of essays reveals the widespread existence of queer men and women in American popular culture and showcases their important yet little known role in shaping our society over the last 120 years The virtually unknown existence of gay bisexual and queer men and women in American popular culture from the late 1800s through the present day is a fascinating topic for many readers regardless of their own orientation Whether it s the father of bodybuilding famous closeted entertainers or sports stars or the leading characters in current television shows and films queer men and women have changed the face of American popular culture and society for over a century Ironically most of the fascinating information anecdotes and revealing facts about well known figures in American culture are virtually unknown to the typical U S citizen Elledge s *Queers in American Popular Culture* covers a wide variety of historical and current topics that documents how the queer community has been and continues to be one of the most significant shapers of American popular culture Currently no other book covers queer topics in American popular culture as broadly as this text

Same-Sex Marriage and Social Media Rhonda Gibson, 2018-01-12 According to polls from the early noughties to now public support for same sex marriage has increased dramatically *Same Sex Marriage and Social Media* asks how such a rate of attitude change came about and more specifically what role social media played Digital platforms like Facebook Twitter and YouTube have proved to be useful outlets for political expression and Rhonda Gibson explores how this came to benefit the marriage equality movement Drawing on a wealth of movement related discourse the book looks at how marriage equality was framed by news companies online and in print the digital strategies deployed by LGBT rights organizations and their opponents to gain support the corporate response to the same sex marriage debate the effect of perceived public opinion and the concept of social identity on how the debate evolved online This book seeks to demonstrate how the unique ability of social networks to share personal stories on a mass scale connect like minded individuals regardless of geography and leverage the bandwagon effect of viral content contributed to a seismic shift in visibility and public opinion around the issue of marriage equality Students and researchers will find this a timely and accessible introduction to the impact of online networks on LGBTQ rights

All the Rage Suzanna Danuta Walters, 2003-09 Splashed against the tumultuous Clinton years and framed by the clash between gay political might and anti gay activism *All the Rage* presents the first authoritative guide to the new gay visibility From the public outing of Ellen DeGeneres to the vicious murder of Matthew Shepard gay lives and images have moved onto the center stage of American public life Lesbians and gay men are indeed everywhere from television sitcoms to Budweiser ads from the White House to the Magic Kingdom Combining personal stories with incisive analysis Suzanna Danuta Walters chronicles this historic moment in our culture arguing that we live in a time when gays are seen but not necessarily known Many consider the new gay visibility a sign of

social acceptance while others charge that it is mere window dressing obscuring the dogged persistence of discrimination Walters moves beyond these positions and instead argues that these realities coexist gays are simultaneously depicted as the sign of social decay and the chic flavor of the month Taking on the common wisdom that visibility means progress All the Rage maps the terrain on which gays are accepted as witty accessories in movies gain access to political power and yet still fall into constrictive stereotypes Walters warns us with clarity and wit of the pitfalls of equating visibility with full integration into the fabric of American society From the playful TV fantasies of lesbian weddings on Friends to the very real obstacles confronting gay marriage from the award winning comedy Will Grace to Bible thumping radio superhost Dr Laura All the Rage takes on naive celebrants and jaded naysayers alike With a sophisticated mix of caution and optimism it provides an illuminating guide through these exciting controversial times

Mediating Sexual Citizenship Anita Brady, Kellie Burns, Cristyn Davies, 2017-07-06 Mediating Sexual Citizenship considers how the neoliberal imperatives of adaptation improvement and transformation that inform the shifting artistic and industrial landscape of television are increasingly indexed to performed disruptions in the norms of sexuality and gender Drawing on examples from a range of television genres quality drama reality television talk shows sitcoms and outlets network cable subscription video on demand the analysis in this book demonstrates how as one of the most dominant cultural technologies television plays a critical role in the production maintenance and potential reconfiguring of the social organisation of embodiment be it within gender identities kinship structures or the categorisation of sexual desire It suggests that in order to understand television's role in producing gendered and sexual citizenship we must pay critical attention to the significant shifts in how television is produced broadcast and consumed

Handbook of Research on Gender and Marketing Susan Dobscha, 2019 Susan Dobscha and the authors in this Handbook provide a primer and resource for scholars and practitioners keen to develop or enhance their understanding of how gender permeates marketing decisions consumer experiences public policy initiatives and market practices

Money, Myths, and Change M.V. Lee Badgett, 2003-11 The common stereotype that lesbians and gay men are more affluent than heterosexuals is only one of many misconceptions that M V Lee Badgett debunks in this comprehensive work Studying the ends and means of gay life from an economic perspective she paints a more accurate picture than ever before of gay and lesbian standards of living financial and family decisions and professional lives analyzing along the way the crucial issues that affect the livelihood of gay men and lesbians workplace discrimination denial of health care benefits to partners and children the corporate wooing of gay consumer dollars and the use of gay economic clout to inspire social and political change

The Dictionary of Homophobia Louis-Georges Tin, 2008-11-01 Tin's Dictionary of Homophobia is so sweeping in its scope that one can dip into it again and again and learn something or confront an idea in which even the most well read queer will find fresh intellectual nourishment and historical illumination Gay City News Based on the work of seventy researchers in fifteen countries The Dictionary of Homophobia is a mammoth encyclopedic book that documents the

history of homosexuality and various cultural responses to it in all regions of the world a masterful engaged and wholly relevant study that traces the political and social emancipation of a culture The book is the first English translation of Dictionnaire de L Homophobie published in France in 2003 to worldwide acclaim its editor Louis Georges Tin launched the first International Day Against Homophobia in 2005 now celebrated in more than fifty countries around the world The Dictionary of Homophobia includes over 175 essays on various aspects of gay rights and homophobia as experienced in all regions in Africa the Americas Asia Europe and the South Pacific from the earliest epochs to present day Subjects include religious and ideological forces such as the Bible Communism Judaism Hinduism and Islam historical subjects events and personalities such as AIDS Stonewall J Edgar Hoover Matthew Shepard Oscar Wilde Pat Buchanan Joseph McCarthy Pope John Paul II and Anita Bryant and other topics such as coming out adoption deportation ex gays lesbiphobia and bi phobia In a world where gay marriage remains a hot button political issue and where adults and even teens are still being executed by authorities for the crime of homosexuality The Dictionary of Homophobia is a both a revealing and necessary history lesson for us all

Changing Corporate America from Inside Out Nicole Christine Raeburn, 2004 Despite the backlash against lesbian and gay rights occurring in cities and states across the country a growing number of corporations are actually expanding protections and benefits for their gay and lesbian employees Why this should be and why some corporations are increasingly open to inclusive policies while others are determinedly not is what Nicole C Raeburn seeks to explain in Changing Corporate America from Inside Out A long overdue study of the workplace movement Raeburn s analysis focuses on the mobilization of lesbian gay and bisexual employee networks over the past fifteen years to win domestic partner benefits in Fortune 1000 companies Drawing on surveys of nearly one hundred corporations with and without gay networks intensive interviews with human resources executives and gay employee activists as well as a number of case studies Raeburn reveals the impact of the larger social and political environment on corporations openness to gay inclusive policies the effects of industry and corporate characteristics on companies willingness to adopt such policies and what strategies have been most effective in transforming corporate policies and practices to support equitable benefits for all workers Nicole C Raeburn is assistant professor and chair of sociology at the University of San Francisco

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