Contents

Part I  Innovation, Design and Product Development for the Silver Market

1 Product Development for the Silver Market ............................. 3
Florian Kohlbacher, Cornelius Herstatt, and Tim Schweisfurth

2 Silver Age Innovators: A New Approach to Old Users ................ 15
Britt Östlund

3 Disabled Persons as Lead Users for Silver Market Customers ........ 27
P. Helminen

4 Integration of the Elderly into the Design Process ..................... 45
K. Schmidt-Ruhland and M. Knigge

5 Leveraging Disruptive Innovations for the Silver Market ............. 65
Florian Kohlbacher and Chang Chieh Hang

6 Gerontechnology for a Super-Aged Society ............................. 79
R. Fukuda

7 Designing for Everyone, One Person at a Time ........................ 91
D. McDonagh and D. Formosa

8 Universal Design: Innovations for All Ages ............................ 101
O. Gassmann and G. Reepmeyer

9 Transgenerational Design: A Heart Transplant for Housing ........... 117
J.J. Pirkl
10 Service Innovation: Towards Designing New Business Models for Aging Societies ................................................................. 133
P. Reinmoeller

Part II  Marketing for the Silver Market

11 Current Strategies in the Retail Industry for Best-Agers ............. 149
G. Arnold and S. Krancioch

12 Silver Pricing: Satisfying Needs Is Not Enough – Balancing Value Delivery and Value Extraction Is Key ................................. 161
S. Lippert

13 Changing Consumer Values and Behavior in Japan: Adaptation of Keio Department Store, Shinjuku ........................................ 175
N. Enomoto

14 Bargain Hunting Belongers and Positive Pioneers: Key Silver Market Segments in the UK ....................................................... 195
Lynn Sudbury and Peter Simcock

15 Grey Power: Developing Older Customer Strategies .................. 203
S. Tempest, C. Barnatt, and C. Coupland

16 Catering to Older Consumers’ Customer Service Needs ............ 217
S. Pettigrew

17 Business Strategies for Enhancing Quality of Life in the Later Years ................................................................. 229
G. Moschis and S. Pettigrew

18 Silver Advertising: Older People in Japanese TV Ads .................. 239
M. Prieler, F. Kohlbacher, S. Hagiwara, and A. Arima

19 Advertising Agencies: The Most Calcified Part of the Process ...... 249
C. Nyren

20 The Importance of Web 2.0 to the 50-Plus ............................... 263
D. Stroud

Part III  Industry Challenges and Solutions

21 The Business of Aging: Ten Successful Strategies for a Diverse Market ................................................................. 279
H. Murata
22 The Age-Neutral Customer Journey ............................................... 295
   K. Walker

23 The Discovery and Development of the Silver Market in Germany .......................................................... 309
   C. Eitner, P. Enste, G. Naegele, and V. Leve

24 Japan’s Population Aging and Silver Industries ......................... 325
   C. Usui

25 India: Opportunities and Challenges of Demographic Transition .. 339
   S.P. Antony, P.C. Purwar, N. Kinra, and J. Moorthy

26 Silver Markets and Business Customers: Opportunities for Industrial Markets? .............................................. 353
   P. Mertens, S. Russell, and I. Steinke

27 Business Opportunities in Personal Transportation: Traffic Safety for Older Adults ................................................. 371
   K. Mitobe

28 In-Vehicle Telematic Systems and the Older Driver ................. 383
   Joachim Meyer

29 The Golden Opportunity of Silver Marketing: The Case of Housing and Financial Services ................................. 395
   Kenneth Alan Grossberg

30 The End of Mass Media: Aging and the US Newspaper Industry .. 409
   M. Miller

31 Material Innovation in the Japanese Silver Market ................. 419
   J. Tomita

32 Effective Gerontechnology Use in Elderly Care Work: From Potholes to Innovation Opportunities ................................. 435
   H. Melkas

33 Senior Educational Programs to Compensate for Future Student Decline in German Universities ................................. 451
   D. Schwarz, J. Steidelmüller, and C. Hipp
The Silver Market Phenomenon
Marketing and Innovation in the Aging Society
Kohlbacher, F.; Herstatt, C. (Eds.)
2011, XXXIV, 465 p., Hardcover
ISBN: 978-3-642-14337-3