Index

A
Abelson, Jenn, 197
Abercrombie & Fitch, 31, 32, 33, 52, 170, 184
Aberdeen Group report, 23
Access 360 Media, 178, 191
Adidas, 196
Advertising Age, 29, 62, 93, 176, 194
Advertising Week, 28–29
Aeropostale, 37–38
Alexin, Michael, 176, 204
AllyKatz.com, 25
Amazon, 186
American Apparel, 181, 182–183
American Eagle, 33, 95, 211
American Express/Harrison Group survey, 150, 163
American Idol, 197
American Psychological Association, 104
American Pulse Survey (May 2008), 215
Ann Taylor, 155
Anomaly, 34
Anthropologie, 186
Anticipating life events, 62–65
Apple, 29, 61, 93, 95, 97, 132, 148, 160, 161, 177, 184, 192, 196
 Associates Interactive, 161
Association marketing, 195–200
Attention span, 18
Authenticity, 33–36, 186. See also Transparency
Axe effect, 123–124
Atria, Max, 44

B
Baby Boomers: interest in changes, 15; views about, 4
Banana Republic, 33
Banjo, Shelly, 67, 70
Banking, 164–165, 223–224
Barbara K, 128
Barbie, 198
Barnes & Noble, 122–123
Barnett, Meredith, 41
Bell, Renee, 27
Best Buy, 128
Betty Crocker, 185
Biden, Joseph, 29, 214
Bigresearch, 57, 73, 91, 137, 149, 214, 215
Black, Jennifer, 211–212
Bloomingdale's, 38, 204, 205
Boston Globe, 197
Boys. See Young males
Brain: effect of video games on, 97; gender shopping styles and, 130–131
Branding the Man (Pellegrin), 132–133, 135
Brides, 63
Buckle, 211
Budgeting, 72–73
Business Week, 180
Butler, Dan, 38
BuzzHubb, 161

C
Cadillac, 158
Caldwell, Chloe, 70
Callender, Rob, 157
Capell, Kerry, 180–181
CarMax, 157–158
Carr, Nicholas, 96
Cars, 157–160
Cashmere Marketing, 187, 201
Casual dress, 165
Celebrities: endorsing brands, 29, 197, 199–200; fascination with, 113–115; store visits by, 178; trend setting by, 39–42
Cell phones: banking via, 164–165, 223–224; buying brands via, 222; gaming revenues for, 195; increased ownership of, 84; mobile campaigns for, 190–192; sharing retail choices via, 26. See also Twitter
Chamillionaire, 116–117
Chanel, 44
Change: controlling with shopping, 55–59, 74, 90–91; satisfying need for, 62–63; in shopping habits, 101, 111–112; statistics measuring, 22. See also Cognitive changes
Charitable causes, 197–198
Charles River Ventures, 193
Charlotte Russe, 43
Charmyn, 192
Charney, Dov, 182–183
Chesney, Kenny, 103
Chervon, 15
Chung, Ted, 111–112, 187, 201
Classes in stores, 184–185
Co-branding, 196
Coca-Cola, 197
Cognitive changes: developing reason, 91–92; processing choices on Internet, 97–98; technology's effect on, 96; world view of Gen Yers, 95–99
Cohen, Marshal, 120
Collaborating on brands, 28, 155–156, 160, 161
College spending, 22, 57–59, 154
Communications: branding and, 28–29; creating communities of, 214–215; Gen Y trends in, 10–11; mobilizing social action with Twitter, 13; Twitter promotions, 26; visual and symbolic, 98
Community: creating communities of, 214–215; developing with video game play, 52; going to shopping centers for, 60–61, 120–123; shopping and, 49–53
Competition: Boomer vs. Gen Y views on, 15; competitive sport shoppers, 59–60
Concept stores, 43
Confidence: fashion and, 109–110; Gen Y, 2, 11–14; shopping to bolster, 54–55
Connections: among Gen Y, 14–16; bonding via shopping, 48–49, 110; to celebrities via Internet, 114; diversity in, 16; going to shopping centers for, 60–61, 120–123; group identity vs. individuality, 51–52; making with stores, 184–186; between marketers and Gen Y, 205–206; personal identity and brands, 88–89; power of the posse, 13; social aspects of shopping, 36–39. See also Community; Friends; Social networking
Consumer Electronic Association (CEA), 85, 95–96, 161, 195
Consumer electronics, 166
Consumerism: age differences and Gen Yers, 84–85; malls' influence on, 121–125; managing relationships with stuff, 108–113; reinforced on Internet, 61; satisfying need with new products, 62–63
Consumers: changing patterns of consumption, 22; controlling products, 34; emotional experience of shopping, 122–123; entertaining, 177–179; needs of Baby Boomers vs. Gen Y, 49; partnering with retailers, 210; purchasing motivations, 47–48, 79–81, 103; social networking at malls, 60–61, 120–123; traits of future, 225
Control: allowing Gen Y input, 186, 187; personalizing virtual world cars, 194; products allowing consumer, 34; sharing for marketing message, 189–190; shopping as means of, 55–59, 74, 90–91; video games providing sense of, 90–91
Cosmopolitan, 80, 81
Costello, Richard, 29–30
Couples and courtship, 140–144
Credit card spending, 66, 72
Cross, Gary, 142
Cyrus, Miley, 41
Daman, Eric, 40
Dana Buchman, 155, 156
Dart, Michael, 218–220
Dating, 141–143
Datran Media, 24, 188
Dave-Brown Index, 16
Deloitte, 159–160, 167
Demsey, John, 200
Design: speeding up product, 179–181; websites for fashion, 195
Design democracy, 44
Designer clothes. See Fashion
Disc jockeys, 172, 178
Disney, 187, 196
Diversity for Gen Yers, 16
Dogtown, 35
Dots, 185
Dorset, M. J., 67
Drinking Problems at the Fountain of Youth (Teitell), 13, 155
DuBravac, Shawn, 162, 195

E
Easton Town Center, 121
eBay, 117
Eberhart, Guy, 157–158
Economy: Gen Y spending and, 66–74, 224–226; impact on Gen Y shopping, 43, 44, 157; increases in college spending, 57; prom spending, 64. See also Spending
Effective Gen Y marketing: association marketing, 193–200; connecting with stores, 184–186; decor, music, and scent, 171–174, 181–182; increasing product demand, 174–177; licensing, product placement and
eHarmony, 15
Email vs. text messages, 85, 213
Emotional experience: shopping as, 122–123; stores as source of, 212–214
Employees in Gen Y, 166–168, 217–218
Emptiness, 74
Endorsements, 197, 199–200
Enright, Christopher, 38
Entertainment: developing retail store, 177–179; expectation for, 211–212; improving sales with, 219; online, 3.
See also Events
Entitlement, 68–69, 70–71
Entourage, 195
Environmental causes: brand support for, 35; connecting to, 198; marketing using, 220; shopping green, 159
EPM Communications, 3
Estée Lauder, 200
Events: sponsoring Gen Y, 201; Victoria's Secret Pink Pajama Party, 201
ExactTarget, 85
Experience, 167
"Extreme Sheep" video, 188–189
Ezrik, Justine, 115–116
F
Fablicious, 185
Facebook: communicating shopping choices on, 24; creating buzz with, 188; designing virtual dorm rooms on, 154; friendships on, 86, 87; gathering shopping profiles from, 211; leveraging sales with, 219; parents attracted to, 162–163; power of, 189; reinforcing consumerism, 61; web retailers' presence on, 94–95
Fame, 40, 115–116
Families: characteristics of Gen Y, 6–7; Gen Y influence in purchases by, 147–148, 150–151
Fantasy life, 114–115
Fashion: casual dress and flip-flop phenomenon, 165; celebrity influences on, 40–41; confidence and, 109–110; creating prom memories with, 63–65; daughter's influence on mother's, 152–153, 155–156; defining groups with, 108–113; developing identity via, 30–31; expressing self-image, 51–52; fascination with celebrity, 114; language of, 92; limiting availability of, 174–177; lingerie, 30–33, 138; men and, 134–136; mixing discount and high-end, 44, 130; modesty movement, 104–105; popularity of clothes shopping, 45; reading magazines about, 91, 92; sampling and finding own style, 103–106; spotting trends in, 203–205; throw-away, 42–43. See also Role sampling
Fathers, 147, 155
Feld, Peter, 28–29
Fergie, 200
Fidelity Investments, 72
First-generation Americans, 151
Fitting rooms, 37–39
Flickr, 186
Flip Flop Shops, 165
Flores, Jenny, 9, 167, 168
Focus groups, 221
Foer, Joshua, 87
Ford, 159, 160
Forever 21, 42, 156, 174
Frank About Women, 151–152
FRCH Design Worldwide, 37, 174, 185
Friend, Bruce, 110
Friends: bonding by shopping, 48–49; getting shopping advice from, 37–39, 45; making online, 3
Fry, David, 154
Fujifilm, 201
G
G by Guess, 178, 181, 191
Gaming, 194–195
Ganshirt, Jennifer, 151–152
Gap, 33, 43, 186
Gen X characteristics, 4, 16
Gen Y characteristics: about, 1–2, 14; appearance, 139–140; change agents, 14–15; choices available for Gen Y, 16–17; communications preferences, 10–11; confidence of, 2, 11–14; connections among, 14–16; easily bored, 98; essential stuff for, 49; fascinated with celebrities, 113–115; influences on, 6–7; internal development of, 81–83; love of brands, 27–33; marketing to, 78, 107–108, 205–207; parents' influences on, 6–7; purchasing influence of, 147–148, 150–151, 197; returning home to parents, 101–103; speed of, 17–18; technology's influence on, 3–4, 7–11; YQ Quiz, 2–3
Gender: brand knowledge and, 124–127; gender convergence, 128; importance of appearance and, 129–130; product choices and, 126–127; shopping trends by, 119–120; views on spending money, 143–144
General Electric, 29–30
General Motors, 158
Generation gap: bridging, 81–82; understanding, 75–81. See also Teens; Tweens; Twenty-somethings
Gift cards: popularity of, 33, 125; purchasing in virtual world, 192–193
Girls. See Young females
Goodstein, Anastasia, 96
Gossip Girl, 40, 41
Grade inflation, 12
Graves, Michael, 44
Groups: defining with fashion, 108–113; shopping habits of racial, 111–112; shopping to create group identity, 50–51, 110–111
Grown Up Digital (Tapscott), 96–97, 202
 INDEX

Gucci, 95
Guilt, 71–72

H
H & M, 44, 95, 174, 175
Harris Interactive survey, 4
Harrison Group, 2, 148, 150, 151, 155, 163
Hendricks, Dave, 24, 188
Hernberg, Neil, 197
Hersh, Jaye, 41–42, 200
Hicks, Ken, 180
Hilton, Paris, 104, 178
Hilton, Perez, 39–40, 115, 178
Hoagland, Brother Kenneth M., 65
Hogue, David, 215–217
Hollister, 35, 170, 181
Home: Gen Y influence on design of, 154, 163–164; returning to parents', 101–103
Honda, 196
Hookups and dating, 141–143
Horatio Alger Association, 14
Hornby, Nick, 191
Hot Topic, 35, 178, 183
HotoNot.com, 116
Hsieh, Tony, 26
Hyatt, E. M., 67

I
IBeatYou.com, 116
icanhascheezburger.com, 15
Identity: confidence and fashion, 109–110; developing personal, 30–31, 80–81, 92–93, 99–103; fame game and, 115–116; finding own style, 103–107; independence and, 101–103; individuality vs. group, 51–52. See also Role sampling
iJustine, 115–116
IKEA, 95
Immediate gratification, 8–9
In Style, 41
In-store television networks, 178–179
Independence: delayed, 101–103
Individuality, 51–52, 111
Interior design: Gen Y influence on, 163–164; using decor, music, and scent in stores, 171–174
Internet: broadcasting embarrassing moments on, 87; connecting to celebrities via, 114; developing presence on, 211; exponential growth of, 96; Gen Y knowledge of, 8, 30, 216; getting news reporting from, 18; improvements to online stores, 23; influence on older and younger Gen Y, 84; mobilizing social action via, 13; reinforcing consumerism, 61; shopping choices on, 16–17, 97–98; spotting trends on, 203; viral video seeding, 187, 188–189; web retailers' presence on, 94–95
Internet & American Life Project, 2
Internet Retailer, 94
Intuition, 41, 200
iPod, 196
“Is Google Making Us Stupid?” (Carr), 96

J
J. Crew, 108, 174–175, 212
Jackson, John, 163
Javelin Strategy and Research, 164
J.C. Penney, 44, 153, 178, 180
Jeep, 160
JGA, 105, 183
Job security, 166–167
Johnson, Phil, 176
Journal of Consumer Marketing, 67
Juicy Couture, 53, 156, 199
JuicyCampus, 87–88

K
Kaboodle, 189
Karmaloop, 176–177, 202, 204
Keillor, Garrison, 12
Keller Fay Group, 27
Kentucky Fried Chicken, 197
Kids' Footlocker, 197
Kitchen Aid, 36
Koenig, Steve, 95–96, 161
Kohls, 149, 153, 154, 156
Kurt Salmon Associates, 42
Kusek, Kathleen, 220–221

L
Lane Bryant, 36
LaNeve, Mark, 158
LaunchBox Digital, 161
Lavandeira, Mario, 39–40, 115, 178
Lavigne, Avril, 154
Levi Strauss, 203
Licensing, 196
Lighting, 171, 173–174
Lingerie, 30–33, 138
Lively, Blake, 41
Liz Claiborne, 156
Location awareness, 192, 222
Lord & Taylor, 178
Lords of Dogtown, 35
L'Oreal, 34
Lucky, 41
Luke, Lauren, 34
Lundgren, Terry, 131, 204–205
Lynx deodorant, 62

M
MAC cosmetics, 198, 200
“Mac Guy, The”, 93
MacArthur, 96
MacGillivray, Peter, 159
INDEX 247

Macy’s, 36, 204–205
Magazines, 80, 81, 91
Mahon, Nancy, 198
Mansell, Kevin, 153
Marc Jacobs, 44
“Marketing to Teens and Tweens” (EPM Communications), 3
Marriage: dating and, 141–143; Gen Y views of, 140–141; median age for, 143–144; overspending on proms, 64; parents’ role in, 67–68; proms and, 64; psychology of, 74
Maslow, Abraham, 103–104; Maslow’s hierarchy of needs, 103–104
Mattel, 110
McCain, John, 214–215
McGowan, Steve, 32, 170, 172, 174, 177
McLuhan, Marshall, 96
McNeil Consumer Healthcare, 13
McQueen, Alexander, 44
McQuilkin, Andrew, 37–38
Meester, Leighton, 40–41
Me, 147, 155. See also Parents; Young males
Men to Boys (Cross), 142
Merchandising: effect on young males, 123–124; increasing product demand, 174–177; turnover in, 42–43
Meta-conversations, 151
Metropark, 27, 38–39
Millennials. See Gen Y characteristics
Mindset Media, 93
Mint, 160
Mingue, Kylie, 34
Mixed-gender friendships, 140, 141
Mixing discount and high-end fashion, 44, 150
Mizrahi, Isaac, 44
Mobile wallets, 223
Mobile websites, 40
Modesty fashion movement, 104–105
Money: finding opportunities for, 99, 116–117; influences on Gen Y children, 6–7, 67–68; off-to-college shopping by, 57–59; overspending on proms, 64; purchases influenced by kids, 147–148, 150–151, 197; returning home to, 101–103; shopping with Gen Yers, 77, 94, 181–182; technical support from kids, 8, 150; teen rebellions and, 77, 92–93, 94; understanding generation gap, 78–81
Payless Shoes, 44
PayPal, 24
Peers: importance of feedback from, 106–107; shopping and peer pressure, 69–70
Pellegrin, Bertrand, 132–133, 135–136, 212–214
Penguin, 191
Paweski, Hasse, 160, 191
nPorta, 160, 191
MTV, 85
Mueller, Sally, 14, 131, 154
Mullally, Alan, 160
Multitasking, 8–10, 96, 97
Music, 171, 172, 178, 181–182, 186
MySpace, 189, 213
N
Nars, 34
Nash-Taylor, Gela, 53
National Association of Home Builders, 163
National Retail Federation, 33, 38
Nautica, 35
Neiman Marcus, 153, 178
New Balance, 36, 197
New Elite, The [Taylor], 155
New York Times, 142
News from Internet, 18
Nielsen Company, 197
Nike, 174, 175–176, 196
Nisch, Kenneth, 38, 105–106, 183, 184, 209–211
Nordstrom, 44, 97, 211
North Face, The, 35
NPD Group, 49, 66, 120, 125
Obama, Barack, 28–29, 194, 214–215
Obama, Michele, 108
Old Navy, 33
Old Spice, 124
Online activities: banking, 164–165, 223–224; connecting with online friends, 3; gaming, 194–195; online entertainment for Gen Yers, 3; relaxing with online shopping, 53–54; texting while shopping, 163
Overspending: entitlement and, 70–71; need for financial basics and, 66–67; parent’s role in, 67–68; proms and, 64; psychology of, 74
P
PacSun, 35
Palin, Sarah, 108
Palmer, Kimberly, 84
Parents: attracted to Facebook, 162–163; influences on Gen Y children, 6–7, 67–68; off-to-college shopping by, 57–59; overspending on proms, 64; purchases influenced by kids, 147–148, 150–151, 197; returning home to, 101–103; shopping with Gen Yers, 77, 94, 181–182; technical support from kids, 8, 150; teen rebellions and, 77, 92–93, 94; understanding generation gap, 78–81
Payless Shoes, 44
PayPal, 24
Peers: importance of feedback from, 106–107; shopping and peer pressure, 69–70
Pellegrin, Bertrand, 132–133, 135–136, 212–214
Penguin, 191
calming hormonal influences with, 89–91; changes in tween to twenties, 101; characteristics of Gen Y, 210; communicating about choices, 24; competitive, 59–60; controlling life by, 55–59; dominated by Gen Yers, 151–153; economic impact on, 43, 44, 157; emotional experience of, 122–123; entertainment and, 179; Gen Y preferences for, 21–22, 45–46; gender convergence and, 128; gender influence on, 129–130; guilt about, 46; habits of male, 90–91, 130–131, 133–134; Internet’s options for, 16–17; mixing discount and high-end fashion, 44, 150; mobile commerce shoppers, 191; needs and interests by age, 117; off-to-college, 57–59, 154; overspending and, 66–74; with parents, 77, 94, 153–154, 181–182; peer pressure and, 69–70; prom, 63–65; seasonal, 51; service while, 137–138; social aspects of, 36–39; throw-away fashion, 42–43; as vacation, 53–55, 71; virtual worlds, 193; women’s behavior during, 136–137

Shopping centers. See Malls

Sigrid Olsen, 156

Silverstein, Steven, 177, 182

Simmons, Kimora Lee, 178

Simultaneous Media Usage (SIMM) survey, 214

Sires, Meredith, 73–74

Srirama, Christian, 44

Skist-Levy, Pamela, 53, 156

Skorupa, Joe, 181

Slam (Hornby), 191

Slater, 87

Slifter, 26

Small, Gary, 96

Social consciousness, 35

Social networking: attracting parents to Facebook, 162–163; digital technology and, 83–88, 95–96; fashion choices communicated on, 24–25; importance of Gen Y, 216; leveraging sales with, 219; malls for, 69–71, 120–123; posse power and, 13; sales campaigns using, 203; shopping sites with, 187–190

Sorry Style stores, 172

SparkPeople, 15

Sears, Britney, 29

Specialty Equipment Market Association, 159

Speed of Gen Yers, 7–10, 17–18

Spencer’s, 182

Spending: budgeting, 72–73; with credit cards, 66, 72; guilt and, 71–72; increases in college, 22, 57; parent’s influence on, 67–68; peer pressure and, 69–70; prom, 64; ‘twenty-somethings’, 101; views on, 143–144

Starbucks, 213

State of our Nation’s Youth, The (Horatio Alger Association), 14

State of the News Media 2008, The, 18

Steiner, Yaronir, 121

StoreAdore, 41

Stores: connecting with, 184–186; designing décor, music, and scent, 171–174, 181–182; establishing emotional significance in, 212–214; as Gen Y hangouts, 38–39, 177–179; pop-up, 43, 219

Stylehive, 189

Swaney, Liz, 153

Symbolic communications, 98

T

Talbots, 155, 156–157

Tang, Monica, 218–220

Tapscott, Don, 96–97, 202

Target, 44, 149, 154, 157, 176, 177, 193, 204

TARP Worldwide, 137

Taylor, Jim, 148, 151, 155

TechCrunch website, 193

Technology: competitive shopping and, 60; exponential growth of, 96; Gen Y views on, 3–4; influence on Gen Yers, 4, 7–11; marketing tips using, 206–207; relationships shaped by, 85–86; social networking and, 95–96; successful uses of, 186–187; transforming retailing, 23–27; trend spotting methods using, 204; twenty-somethings’ experience of, 83–88. See also Cell phones; Internet

Teens: broadcasting embarrassing moments of, 87; challenges of, 81–82, 97; developing personal identity, 92–93, 99–100; gap between twenty-somethings and, 83–88; hormonal influences on, 89–91; importance of peer feedback for, 106–107; provocative fashion for, 104–105; reason and rebellion in, 77, 91–95; role models for, 90; shopping patterns of, 110; technology-related activities of, 85

Teens in the Marketplace Report, 2–3

Teitell, Beth, 13, 155

Text messages: advertising promotions via, 26–27; preferences for, 85, 213; sending while shopping online, 163; volume of, 4–5, 84

Thomas, Joshua, 176

Thomas Pink, 173

Threadless, 176, 203

Throw-away fashion, 42–43

Tiffany, 44

Tina Tang, 70

Toll, Katherine, 166

Totally Wired (Goodstein), 96

Toyota Scion, 160, 201

Transparency: advertising’s evolution to, 33–34; marketing with, 186–187, 200–201, 206

Trends: anticipating new, 203–205; celebrities setting, 39–42

TRU, 153, 157

Tsunder, Roman, 178, 179, 191

Twain, Mark, 91

Twens: challenges of, 81–82, 97; developing personal identity, 92, 99; gap between twenty-somethings and, 83–88; provocative fashion for, 104–105; reason and rebellion in, 91; relying on clothing brands, 25–26; shopping on virtual worlds, 193; shopping orientation of, 101; teens as role models, 90
Twenty-somethings: Axe effect on male, 123–124; challenges of, 81–82, 97; developing personal identity, 92–93, 100; finding fashion style, 105, 106; hormonal influences and shopping for, 91; prolonged adolescence of, 101–103; selling retail products, 166–168; shopping orientation of, 101; technology-related activities of, 85; trend spotting methods with, 204

Twilight, 183

Twitter: mobilizing social action with, 13; Obama’s use of, 29; sales promotions via, 26

2008 Channel Preference Survey (ExactTarget), 85

U

Underhill, Paco, 103, 132

Unilever, 123–124

Urban Outfitters, 133, 179, 211–212, 213

U.S. Department of Labor, 3

V

Vampires, 183

Vans, 34–35

Van’s, 95

Vector City Racers, 194

VF Corp., 35

Victoria’s Secret, 31–32, 132, 175, 199, 201

Video games: developing community via, 52; effect on brain, 97; fantasy life provided with, 115; popularity of, 162; retail sales in virtual worlds, 192–195; sense of control with, 90–91

Videos: product training for Gen Yers, 184–186; viral video seeding, 187, 188–189

Virgin America, 40

Virtual worlds: brand presence in, 222–223; gaming and, 192–195; virtual dorm designs, 154

Visual communications, 98

W

Walgreens, 193

Walkowski, Joel, 142

Wall Street Journal, the, 67, 68–69, 120, 188

Walmart, 44, 149, 157, 193

Webkinz, 194

Websites: connecting from cell phone to, 192; improved performance of, 149; measures for successful, 215–216; mobile, 40; popular clothing, 25–26; preferred performance of, 23–24; promoting evening store visits, 178; social networking shopping sites, 187–190.

See also Facebook; Twitter

Weiss, Mindy, 41

WeMedia/Zogby Interactive, 18

Wet Seal, 43, 185

Wharton, 134, 137

Whole Foods, 178

Why We Buy (Underhill), 103, 132

Winslow, Beverly, 70

Wired, 40

Women. See Young females

Women’s Wear Daily, 200

Wu, Susan, 193

X

Young females: appearance and, 129–130, 139–140; behavior at malls, 130–131; fashion influences on mothers, 152–153, 155–156; gender convergence, 128; helping guys shop, 133–134; median age for marriage, 22; mother-daughter shopping, 94, 152–154, 181–182; shopping habits of, 90–91, 136–137

Young males: appearance and, 129–130, 139–140; customized cars for, 159; fashion and, 134–136; gender convergence, 128; hanging out at mall, 121–122; marketing displays for, 131–132; merchandising’s effect on, 123–124; shopping habits of, 90–91, 130–131, 132–133; shopping help for, 133–134

YouTube, 5, 34, 94, 188–189

Ypulse, 73, 96

YQ Quiz, 2–3

Y

Zappos, 26, 29

Zara, 174–175, 180–181

Zorbit Resources, 34

Zumiez, 35

Zwinktopia, 193–194