

two powerful feminist methods of dealing with power. First, it promotes a dialogue among women of both nations who share the painful experience of exile. A real dialogue between the editors is offered only in the opening chapter; its straightforward manner however, urges the reader to continue the dialogue throughout the book, encountering various writers and her/himself in imagined conversations. Second, the editorial power is used to produce an imaginary space—the book—where the ‘real’ power relations are reversed by means of placing Palestinians first and by giving the Palestinian editor the power to silence some components of the national identity of the dominant—Israel (in particular are the denial of the right of Jews to define themselves as a national collective and the suppression of the Jewish uniqueness of the Holocaust and its relevance to the national identity of Jews and of Israel; see the opening chapter by the editors’ biographies). While this is a thought-provoking tactic, it also points to the editors’ inability to escape a ‘local’ national binary. Israel’s national identity is overwhelmingly condemned on the background of its aggressive treatment of mostly Palestinian, but also women and additional ‘others’, while Palestinian nationalism, though criticized to a certain degree, is approved for its potential for a universal application of freedom by which women will be able to escape patriarchal oppression. From my standpoint as a Zionist and a feminist, this double-silencing is twice as painful for it oppresses my self-determination and it confronts me with the harms done in my name. Yet this silencing (including some additional biased statements which I have no space to detail here and which might be related to the subjectivity of autobiographies) enable those who reside where power is to experience, even if only figuratively and for a short while, the burden born by the weak ‘other’. This binary pitfall indicates to the need for an organizing, conceptual chapter that discusses the principles, sometimes contradicting, of nationalism. As I mentioned earlier, such a conceptual framework is missing also a spatial perspective that could elaborate on the relations between place and space in the physical and metaphorical senses.

Despite these flaws, this is a touching demonstration of the advantages of feminist methods and their ability to support, empathize and understand. It is a stimulating book not only for geographers who are interested in nationalism, gender, and the Palestinian-Israeli conflict, but foremost for those who are eager to explore the meaning of places either real or imaginary, and how such places relate to each other.

Orna Blumen
University of Haifa

DEMOGRAPHIC TARGETING. THE ESSENTIAL ROLE OF POPULATION GROUPS IN RETAIL MARKETING by James A. Pooler. Aldershot: Ashgate, 2002

The analysis of human behaviors as related to the economic and social sphere in a demographic perspective is an issue which has been interestingly developed in the literature only in the last fifteen-twenty years. Two typical examples of this approach

in demography are the following works: T.W. Merrick, S.J. Tordella, *Demographics: People and Market*, Population Bulletin, vol. 43, n.1, Population Reference Bureau, Washington, 1988; L. Pol, *Business Demography*, Greenwood Press, Westport, 1987. These and other authors have contributed to creating a demographic sub-discipline, known as Business Demography or broadly speaking as Applied Demography, which, for instance, has a forum of discussion among Applied Demographers of PAA. In the last few years this vision has found a thriving development among the Italian demographers as well.

As far as this context is concerned, the book by James Pooler is a successful example of how the demographic perspective may be exploited to recognize the shopping behavior of consumers. Here the author is able to guide the reader, especially the one not provided with demographic skills, through classes of age in which life is divided, in order to identify the shopping behaviors.

A population is indeed characterized by the coexistence of generations, each of these has a numeric consistency that results from the past demographic propensities. These groups went through a series of experiences which derive from the belonging to a particular cohort. Each group can also affect the whole population if they have a numeric consistency: for instance, due to the past drop in mortality and especially to the past drop in fertility, currently, in most western countries, the old generations are quite important in size. Therefore, they have a great impact on many aspects of every day life: on economy, on health, on welfare, etc. If we assume that not all the shoppers are the same, as the author does, it may be possible to find out their shopping behaviors through the division in groups of sex and age. Thus, we might understand their shopping attitudes through demography; the demographic structure of a population is therefore a strong explanatory factor of the shopping behavior. The author uses the Maslow's Hierarchy as an instrument to investigate the type of attitude of a population towards shopping. This paradigm is made up of a behavioral pyramidal structure of five levels in upward importance.

At the first level of this pyramid, the author places the *shopping for physical survival needs*, it follows the *shopping for security needs*, then the *shopping for belongingness and social acceptance*. At a higher level we find the *shopping for esteem needs*, and finally the *shopping for self-actualization*. The latter is the level where many shoppers are shopping nowadays, and where retailers and advertisers should direct their effort to. By linking this paradigm with the age-sex structure, the author helps the reader discover behaviors which might lead to business opportunities and competitive advantages in the retailer sector, through a series of behavioral examples taken by the observation of American society.

Now we are going to analyze some features of the present work. The book is divided into nine chapters. In the first part of the book, especially in Chapters Two and Three, the author analyses the relationship between Young Parenting and Infant Demographic by underlining the advantage for manufacturers and retailers to make products and services that can be used to provide more free time for the young

parenting demographic. For instance, as more women stay in the work force, they purchase the time required to do so through day care.

The class of preteens and the teen are investigated in Chapters Four and Five. Children are growing up faster than they used to and so the window of the opportunity is now reduced. This results in the difficulty to create new demand. The teens do not have a lot of things to buy; however they are very selective in what they purchase. They shop for identity, and they are also big spenders. In Chapter Six, the author describes the shopping behavior of the young teenagers. This young single generation has a lot of time for shopping, and more freedom than any other demographic group; they have no children, no mortgage, no responsibility. They shop for self-esteem. One of the biggest areas where the young single demographic will direct its expenditures is entertainment. As a matter of fact, they do not usually watch television. It is a group that is difficult to reach through traditional television advertising. Fitness Centers is another area in which single demographic presents a solid source of demand, because they want to socialize. They will be shopping at first level (food, clothing, shelter) and at second level (items that are essential to health and safety) for the first time in their life. The young single group is an interesting demographic that has time to shop, money to buy, but a very limited selection of merchandise which it is interested in.

In Chapter Seven, the author analyzes the enormous changes in the buying behavior style of the Young Married Demographic. Retailers must reset their strategy if they want to keep pace with the radical changes that this group undergoes. The young married shops at the fourth level, to achieve a feeling of self-esteem. They represent one of the most important demographic groups because they need to purchase the products that are part of every grown up life.

In Chapter Eight, the author examines a group of people that are older than the married twenty-somethings and younger than the baby boomers. They are the most important demographic group because they have completed their education, they have young children, and they are at most high-pressure time in their career. Shopping for this group has to be targeted to save time even if they have more money for shopping.

Chapter Nine is dedicated to the shopping behavior of baby boomers. They are notorious for their demographic influence. Born between 1946 and 1964 they represent an unprecedented 'bulge' in the birth rate statistics for the century. Because of its size, this group has an impact on almost everything around it: they influence the stock market, housing prices, health care, etc. This large group of people has had a significant effect on patterns of consumption over the last fifty years and they are continuing to do so today. They shop at the highest level, the fifth, and they shop for self-fulfillment. The 'theory', called 'Forever Young', that stated that you can sell 'young products' to older people, but you cannot sell 'old products' to young people, can be widely applied to any number of products and virtually to any age group. However, it especially applies to the boomers as they try to recreate their youth through their shopping behavior.

In marketing there is a real target, but also a virtual target. It means that if you want to sell clothing to a baby boomer (the real target) your advertising should focus on younger age groups (the virtual target). Another feature of this group generation is that they stand to inherit huge sums of money. One area where the aging boomers will have a huge impact in the years to come will be the one of financial planning and advice.

This is a highly informative piece of work in such an area as retailing, which is strongly affected by the size of each generation which constitutes a population, as well as by the difference of gender, life styles, desires, and past experiences of each generation. Therefore, these demographic features as well as the social and psychological ones need to be pursued by the marketers and retailers if they want to obtain advantages in a very competitive field such as retailing. The book provides an analysis of these aspects as a result of an acute observation of the American society.

Finally, we may add that the book would have probably benefitted from some bibliographic references. This would have helped those readers interested in pursuing further analysis of the relations between Demography, Marketing and Consumer Behavior.

Giuseppe De Bartolo
University of Calabria

TOURIST'S EXPERIENCE OF PLACE by Jaakko Suvantola. Aldershot: Ashgate, 2002.

This book looks at one of the less researched topics in tourism, i.e., the way tourists experience tourism destinations. Visiting a given tourist destination creates a cross-cultural experience, which Suvantola rightly claims has, as yet, concentrated only on consumption and representation issues. In this book, Suvantola uses a humanistic geographical approach and applies it to a post-structural conceptual environment. His prime aim is to explore the topic of tourists' experience of place so that concern with structures of meaning precedes the analysis of personal meanings. Using post-structural analysis, Suvantola also aims at unveiling structural and psychological processes that together shape tourists' experiences. Using a humanistic approach means that the study conducted by Suvantola (as stated in the Introduction), leans primarily on his own travel experience as a 'data' source. However, he also uses interviews with other tourists, and travel brochures considered by him as part of his travel experience.

The second chapter of the book first creates a sound and critical theoretical discussion on post-humanistic geography. This discussion is then narrowed down to a discourse on two concepts: the concept of 'existential space' and that of a 'place'. The third chapter looks at the interface between humanistic approach and travel. In this chapter the concept of 'home' as a familiar and secure place is discussed *vis-à-vis* travel. Suvantola argues that travel and consequently travel experience are pretty