



Access to Experts

Pamela N. Danziger

Pamela N. Danziger is a nationally recognized expert specializing in consumer insights for luxury marketers, whether they sell luxury to the masses or the "classes." She is president of Unity Marketing, a marketing consulting firm she founded in 1992.

Advising such clients as Cartier, PPR, Rémy Amerique, Waterford/Wedgwood, Stearns & Foster, Prudential Fine Homes, Baccarat, The World Gold Council, The Conference Board, and American Express, Danziger taps consumer psychology to help clients navigate and master the changing luxury marketplace.

Her latest book, *Shopping: Why We Love It and How Retailers Can Create the Ultimate Customer Experience* (Kaplan), was published in October 2006. Her other titles include *Let Them Eat Cake: Marketing Luxury to the Masses — as well as the Classes*, (Dearborn Trade Publishing). She is the author of the recent book, *Why People Buy Things They Don't Need: Understanding and Predicting Consumer Behavior* (Dearborn Trade Publishing).

She has appeared on CNN's *In the Money*, NBC's *Today Show*, CNBC, CNN International, CNNfn, CBS News *Sunday Morning*, Fox News' *Your World with Neil Cavuto*, ABC News *Now*, NPR's *Marketplace*, and is frequently called upon by the *Wall Street Journal*, *New York Times*, *American Demographics*, *Women's Wear Daily*, *Forbes*, *USA Today*, Associated Press, *Los Angeles Times*, and *Chicago Tribune* for commentary and insight.

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