

**Gen BuY: How Tweens, Teens And Twenty-Somethings
Are Revolutionizing Retail By Kit Yarrow;Jayne
O'Donnell**

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Generation Y is online. They are defined as the 10-30 year olds with more discretionary spending than their parents have, according to Author Kit Yarrow of Gen BuY

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consumer psychologist at Golden Gate University and co-author of Gen BuY: How Tweens, Teens and Twenty-Somethings Copyright 2000-2015 Advertising

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which is a blend of between and teen. The term tween was previously used in J. R. R earlier with each generation since to buy brand-name

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Gen Buy: How Tweens, Teens and 20-somethings are Revolutionizing Retail Jayne is a graduate of
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Gen Y Decoded: Program Highlights. Kit Yarrow is a professor of psychology and marketing at Golden Gate University and the author of Gen BuY: How Tweens, Teens,

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