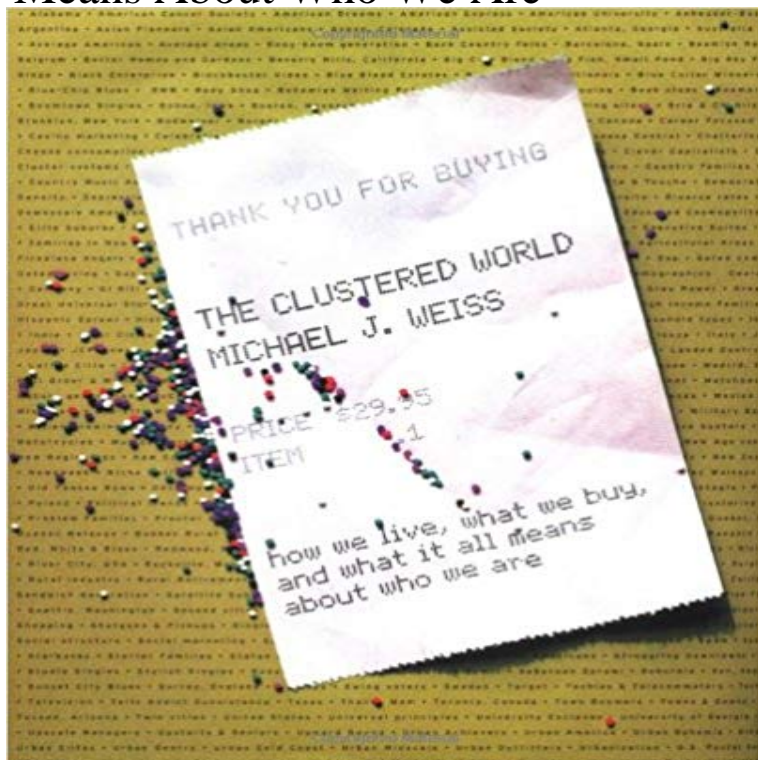


The Clustered World : How We Live, What We Buy, and What It All Means About Who We Are



Michael Weiss expands on the geodemographics of The Clustering of America with this fascinating look at the sixty-two new lifestyle clusters that define Americans and their parallels in other countries. Today, the concept of clustering has spread throughout the world, revealing a global village made up of Long Distance Commuters in Japan and Chattering Classes in England who have more in common with Americans of the same cluster than they do with fellow countrymen. In The Clustered World, Weiss unveils how businesses and bureaucrats utilize clustering systems to influence our opinions and choices about bowling alleys in Florida, vending machines in Japan, and so forth.

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