



Are you marketing to millennials in a way that sells?



Homebuilding and Buying: How Millennials are Different

by: **Paul Cardis**



If you're at a loss when it comes to marketing to millennials, you're not alone. A quick Google search on the subject yields approximately 26 *million* results: articles with titles like "8 Modern Tips for Marketing to Millennials" and "The Psychology of Marketing to Millennials." Millennials — the roughly 75 million Americans born between 1981 and 1996 — are about to bypass baby boomers as the [nation's largest living adult population](#). That being said, it comes as no surprise that their buying preferences have significant impact on every industry they touch.

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Are You a Fox or a Hedgehog?

by: **Mark Hodges**

In his landmark 2001 book, *Good to Great*, business guru Jim Collins presented the odd-sounding but important Hedgehog Concept, which is inspired by the famous essay by philosopher Isaiah Berlin, "The Hedgehog and the Fox." That essay, among other things, offers insights into human psychology based on a saying of ancient Greek poet Archilochus:

“The fox knows many things, but the hedgehog knows one big thing.” Collins builds on the hedgehog/fox concept, relating it to companies and the business world. While the fox’s approach to strategy has no unifying idea, the hedgehog focuses on one single organizing concept.

In Collins’ version of the hedgehog concept, there are three key components essential to creating an effective, unifying strategy for any company. And these essentials, which will take a company from merely good to being truly great, have special relevance for home builders.

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