

ABC Radio National – Life Matters. 12 October 2006

When it comes to spending money - are you a NEO or a Traditional?

If you're a traditional - you like to buy things that are functional, a good deal and tried and true.

If you're part of the newly identified NEO group - you value quality, design, experience and relationships over price.

NEOs are the subject of a new book called "NEO Power - how the new economic order is changing the way we live, work and play."

According to co-author Verity Byth, NEOs are not only shaking up the corporate and consumer sectors they are also challenging the way our medical system works as well.

Listen to the interview...

<http://www.abc.net.au/rn/lifematters/stories/2006/1760619.htm>