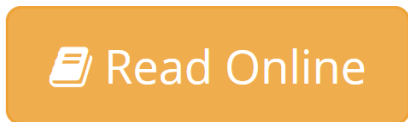


## Marketing to Women: How to Increase Your Share of the World's Largest Market

By Marti Barletta



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Why do Best Buy stores offer “Personal Assistants?” Why does MinuteClinic operate in Target and Cub Foods stores? Why does Kimpton Hotels tie in with the national Dress for Success cause? Why is the author of this book called the “godmother” of the new Volvo concept car?

In this lively 2nd edition of *Marketing to Women*, Marti Barletta tells you why corporations are spending more to capture the multitrillion dollar women’s market. Updated success stories, original strategies and applications, and gender-effective advertising “best practices” make this the most comprehensive resource to help professionals create and execute a marketing plan that targets women.

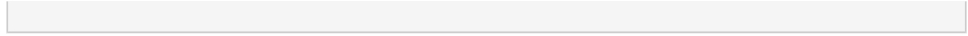
An eye-opening new chapter highlights the convergence of the two most significant consumer marketing trends today: the aging of America and the growing financial power of women. Marshalling statistics about inheritance patterns and longevity, Barletta coins the phrase “PrimeTime Women™” to show how yesterday’s “little old lady” will be tomorrow’s “Ms. Moneybags,” a target for myriad industries—banking, brokerage, insurance, health, real estate, travel, and self-improvement, just to name a few.

In *Marketing to Women*, Barletta reveals:

- \* How and why women reach different brand purchase decisions than men
- \* How to use her proprietary GenderTrends™ Marketing Model to create strategies and tactics that will win women’s brand loyalty
- \* How to hook women consumers with new products, relevant communications, smart selling techniques, and the right marketing strategies
- \* Why smart marketers will tap into the profitable market of women 50 years and older—the “golden bull’s-eye” of target marketing

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### Editorial Review

#### Review

“Marti Barletta is a key thought leader when it comes to marketing to women. Marti has uncovered a mountain of relevant and actionable insights into women that would help any company gain a competitive advantage.”—Philip Kotler

“Marti approaches marketing to women with a zesty blend of wit and intelligence, backed up with enough just plain marketing smarts to inform and inspire you to take proper advantage of this enormous opportunity.”—Kirt Hibbitts, Senior Vice President, Director of Marketing Communications, Wachovia Bank

#### About the Author

**Martha Barletta**, president of The TrendSight Group, is a recognized authority on gender-focused marketing strategies for wooing women consumers. A Wharton MBA, she honed her marketing and sales talents via a distinguished career at top-flight agencies like McCann-Erickson, TLK, Foote, Cone and Belding, and Frankel, working on award-winning advertising campaigns and national marketing programs. Her lively style, command of her subject, and passion for her topic make her a popular presenter at corporations, conferences, and business schools. She has been quoted on *CBS Evening News*, *NBC Nightly News*, and *ABC Money Matters*, and in the *Wall Street Journal*, *Fast Company*, *the New York Times*, *Fortune*, *BusinessWeek*, *Brandweek*, *Ad Age*, and many other publications worldwide. [www.trendsight.com](http://www.trendsight.com)

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