

Too Busy to Shop: Marketing to Multi-Minding Women

Kelley M. Skoloda

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**TOO BUSY
TO SHOP**

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Kelley M. Skoloda : Too Busy to Shop: Marketing to Multi-Minding Women before purchasing it in order to gauge whether or not it would be worth my time, and all praised Too Busy to Shop: Marketing to Multi-Minding Women:

0 of 0 people found the following review helpful. Too long. By OMAR F RUIZ The book had interesting information but I felt it needed editing. I think the book would be much better if it was half the length. As I read I felt the information was being repeated or I was given information that made the same point that had been made before. My first reaction would have been to give this book three stars, but since one of the important points in the book is the save the consumer time and to be mindful of their busy minds, I took one star off since it does not follow it's own

advice.0 of 0 people found the following review helpful. A Resource for Multi-Minded ExecutivesBy Danielle CuomoA Resource for Multi-Minded ExecutivesThis book is an exceptional resource. As an owner of a business that markets to women, this book is the perfect answer for me as it is written for MultiMinded executives. It serves as a one-stop resource with factoids, insights and opportunities for business and marketers of all sizes. I commend Skoloda's research and bringing these social, cultural, and financial purchasing shifts to the fore-front. Anne Fleming, President Founder[...]0 of 0 people found the following review helpful. Make Time to Read "Too Busy to Shop!"By Marti BarlettaWomen buy 80% of almost everything, and Skoloda's book is an essential resource for those seeking to reach and influence them. Truly impressive in its scope, depth and insight, the book not only conveys an excellent understanding of women's lifestyles, but provides singularly clear and specific advice on how marketers in many categories can apply Skoloda's principles to multiply their marketing impact. The book is highly readable and belongs close at hand on every brand manager's bookshelf!

Research indicates that most women do it at least ten times every five minutes. What is it? Multi-mindingmentally juggling a complex mix of family, career, and self-care decisions at any given moment, with little time for commercial messages to seep into the mix. How do marketers reach women, who still make 85% of all consumer purchasing decisions? This book, based on research, interviews, and Kelley Skoloda's twenty years of leading-edge work in brand marketing with major clients, explains how to connect with multi-minding women, gain their trust, and tap into their purchasing power. Multi-minding is a cultural phenomenon that is here to stay. A multi-minding woman, even if she appears to be relaxing in front of a late-night television show, reading a magazine in the pediatrician's office, or tackling a complicated analytic study at work, is at the same time thinking about and preparing for the other dimensions of her life. She's weighing the benefits of changing her 401k plan, plotting out her organic vegetable garden, ticking off birthday-party logistics, and longing for a neck massage. That's why one study shows women feel they are packing 38 hours of activity into a 24-hour period. But studies also show that most women feel marketers are ignoring their needs. That's a big mistake considering women spend \$3.3 trillion annually on consumer products. Too Busy to Shop explains what marketers need to know about multi-mindinga word coined by Skoloda and Ketchumand its implications for companies seeking to speak to women buyers. Besides theory and insight, readers get how-tos and action items designed to ensure women view their brands favorably and hear the marketing message. The book also contains insiders' views of some of the most successful marketing-to-women campaigns of recent times. In short, Too Busy to Shop helps marketers understand multi-minding in depthan essential task if they want to reach today's overloaded female consumer.

From Publishers WeeklyIf you still consider women a marketing niche segment, this book by brand expert Skoloda is a must-read. The author reveals that women not only control \$3.3 trillion in consumer spending, but also make more than 80% of household purchase decisions and increasingly control this country's wealth. She asserts that women are far beyond multitaskingmdash;they actually multi-mind: simultaneously juggle home, family, work, social and financial obligations. In order to reach them, advertisers need to change their tactics, as her research illustrates that these busy women are immune to conventional marketing methods (they routinely Tivo through commercials and are inconvenienced rather than drawn in by new product displays). She presents studies that show women increasingly get shopping advice from friends and family, make purchasing decisions before entering stores and are drawn by cause connectivity, a company's involvement in issues that are meaningful to them. While occasionally repetitive and geared more toward professional marketers than general readers, this book offers a treasure trove of timely insights on how to better understand and engage women consumers. (Mar.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Recommended. Upper-division undergraduate and graduate marketing students, faculty, and practitioners." - Choice "A must-read for every marketer or business owner. Too Busy To Shop addresses the biggest challenge in marketing to women today, multi-minding. Kelley Skoloda provides a better way to reach female consumers and a veritable salon of wisdom via interviews with some of today's most experienced and knowledgeable experts in the field." (Marti BarlettaFounder, the Trendsight Group)"Women are the new American super consumers, and Skoloda's sharp insights into women's needs will deepen any company's ability to capitalize on fundamental shifts in female demographics, brand affiliations, shopping patterns and purchasing power." (Leslie Morgan SteinerEditor of the best-selling anthology Mommy WarsAuthor of the upcoming Crazy Love and featured blogger for mommytrackd.com)"Multi-Minding marketers take note: Kelley Skoloda has created a must-read book packed with powerful trend spotting and unique insights on the rapidly expanding and constantly morphing Marketing to Women space." (Stacy DeBroffBest Selling Author, TV PersonalityCEO and Founder of Mom Central Consulting)