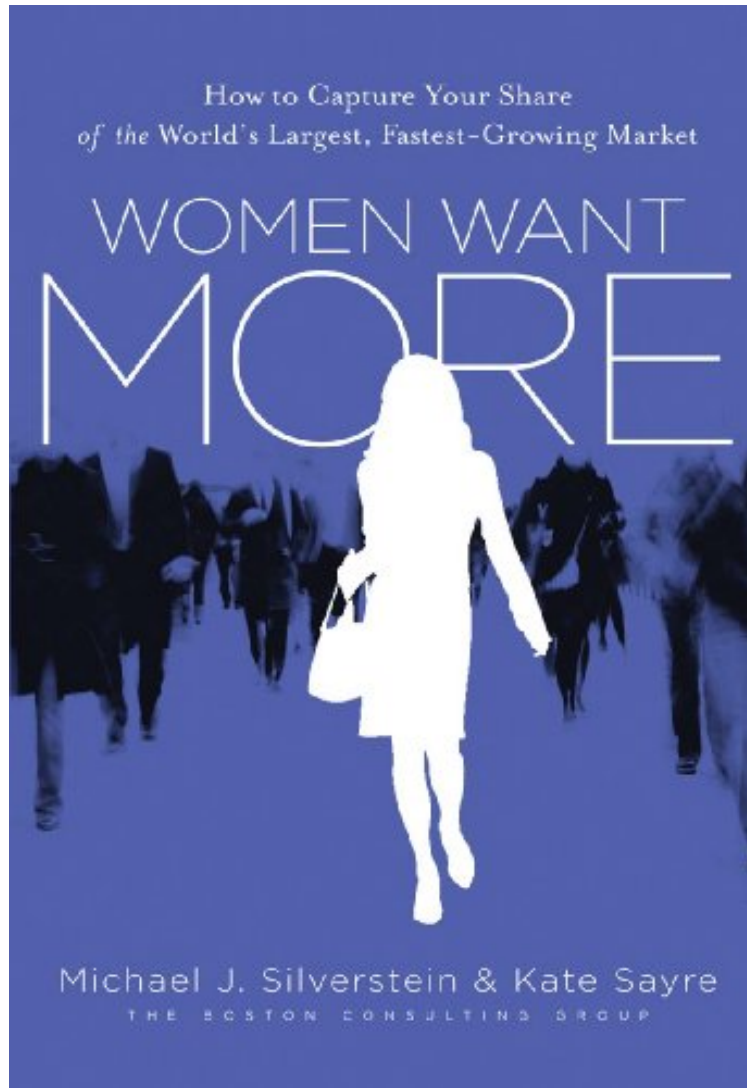


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Women Want More: How to Capture Your Share of the World's Largest, Fastest-Growing Market

Michael J. Silverstein, Kate Sayre, John Butman
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Michael J. Silverstein, Kate Sayre, John Butman : Women Want More: How to Capture Your Share of the World's Largest, Fastest-Growing Market before purchasing it in order to gage whether or not it would be worth my time, and all praised Women Want More: How to Capture Your Share of the World's Largest, Fastest-Growing Market:

0 of 0 people found the following review helpful. Five StarsBy Karen Mathisgood research0 of 0 people found the following review helpful. not newBy jenny725I knew not to expect a new book because that's not what I had ordered. There was nothing with the book so I give it 4 stars but it was a little bit strange to receive because it had a local

library stamp on it. Other than that, book was in good quality. And it's an interesting read.0 of 0 people found the following review helpful. Must read book suggested by the Wall Street JournalBy Careful shopperA well-written, interesting book about how businesses respond to women. What is necessary to meet the needs of those with very little time, but alot of decision making power. Smart business people will read and adapt.

In *Women Want More*, Michael Silverstein and Kate Sayre, two of the world's leading authorities on the retail business, argue that women are the key to fixing the economy. Based on a groundbreaking study and offering tremendous insight into the purchasing habits and power of women, *Women Want More* doesn't just offer a glimpse into consumer behavior; it reveals what consumer behavior says about human psychology and desire.

From *Publishers Weekly*An exhaustive analysis of the 2008 Boston Consulting Group Global Inquiry into Women and Consumerism, which surveyed 12,000 women from all walks of life about their spending habits. In painstaking detail, and employing every available scrap of corporate history, the authors describe how to reach the group which controls the spending in most categories of consumer goods, but who are sometimes misunderstood by the companies that seek to serve them. Through many examples of the women interviewed for the survey, we see pictures of the modern woman globe-widely struggling between roles of caregiver, wife, and mother, stressed out, saddled with men who don't help with the housework, pressed for time, over-concerned with expensive beauty products, frustrated with condescending financial advisors and determined to do good with their dollars. The scope of the survey itself is interesting, but the repetitive detail makes the book more useful as a doorstop than a business guide, and there's a disconcerting bemused tone to the analysis—as if the authors were observing exotic zoo animals rather than a powerful consumer group. Others have done it better—and far more succinctly. (Sept.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. *Women Want More* tells the incredible story how companies can capture the emerging \$5 trillion in real income growth for women, who feel undervalued in the marketplace; underestimated in the work place and underappreciated in the social arena. About the Author Michael J. Silverstein is a senior partner and managing director at The Boston Consulting Group. He is the coauthor of the bestsellers *Trading Up* and *Treasure Hunt*. He is an authority on consumer buying behavior, retail and packaged goods innovation, and market development.