



Don't Think Pink: What Really Makes Women Buy -- and How to Increase Your Share of This Crucial Market

By Lisa Johnson, Andrea Learned

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"Don't Think Pink" will help marketers see their brands through a woman's eyes, unlocking the secrets to developing products, services and marketing strategies that truly resonate with female buyers. "Don't Think Pink" reveals: how generational history, culture, life stages, and daily realities influence a woman's buying mind; how the manner in which women buy is more critical than what's being sold; how listening to women earlier and more often leads to more powerful strategies; how to best use the Internet and other technology both in market research and during the buying process; and how to map the way to a bigger slice of the awesome purchasing power of women.

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Choice: "A resource and roadmap to seeing through the eyes of women in their buying process. This book is must reading!"

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