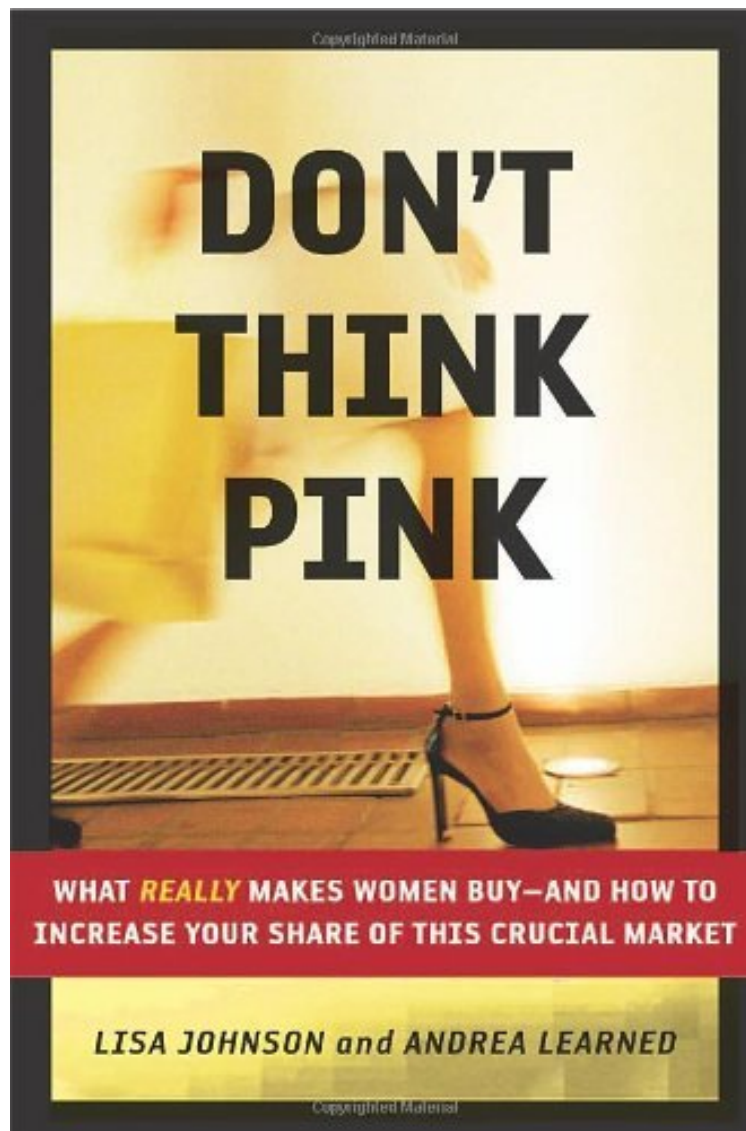


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## Don't Think Pink: What Really Makes Women Buy -- and How to Increase Your Share of This Crucial Market

*Lisa Johnson, Andrea Learned*  
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**Lisa Johnson, Andrea Learned : Don't Think Pink: What Really Makes Women Buy -- and How to Increase Your Share of This Crucial Market** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Don't Think Pink: What Really Makes Women Buy -- and How to Increase Your Share of This Crucial Market:

3 of 4 people found the following review helpful. Excellent Perspective for All Marketers By James D. Nichol It is an

honor to review this book from a male's perspective. In my opinion it's more important for men to read, hear and understand these distinctions. The marketplace as explained in Don't Think Pink is what most marketers need to consider. I found it helpful in relating our products to women and men after the first read. What "Men are from Mars, Women are from Venus" did for the conversations in personal relationships "Don't Think Pink" does for business language. I highly recommend this book for anyone in sales, marketing, product development, advertising and management in any organization that is attempting to connect with the primary buyers. PS. I first read the book about 18 months ago and had my fair share of revelations and just read it again and it surprised me how much more I took away. I'll let you know what I think of their next book guys.

0 of 0 people found the following review helpful. Some good stuff... By Terance P. John Some good stuff... but most of the references are out dated. I recommend "why she buys"... more insightful and timely.. if you are looking at understanding what drives purchases..

4 of 5 people found the following review helpful. Solid Advice on All Types of Women Shoppers By Dr. Phyllis Bell Miller This book provides a thorough analysis of women shoppers, including those of all ethnic, age, geographic, educational, and socio-economic groups and marital statuses. It gives solid, workable advice on how to attract today's savvy, busy, informed, educated, female customers. It also tells how to help others in the company to overcome outdated, stereotypical thinking about female consumers. I may use this book along with Why We Buy as a text in my visual merchandising course.

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
- How to map the way to a bigger slice of the awesome purchasing power of women

From Publishers Weekly With women heading some 40% of households in America, making 85% of consumer buying decisions and running 40% of all companies in the U.S., according to the authors, it makes sense that marketers would want to appeal to this huge audience. However, Johnson and Learned, cofounders of the consulting firm ReachWomen, believe that too many companies either don't cater to women or repeatedly send misleading messages. Marketers need to understand the customers, get their feedback and focus on the context of the product. For example, some products should be given out in a doctor's office while other items should be sent to the consumer. It's also important to understand the difference between generations. A younger woman might focus more on finances while an older woman may feel as if she can pamper herself, after working and raising a family for many years. To support their thesis, the authors provide examples of positive innovations. For instance, hotels have attracted women business travelers by improving hallway lighting and installing security cameras; greeting card companies have used different images and ethnic language to attract minority purchasers. The authors present their information clearly and concisely and the advice on using the Internet both to sell products and conduct surveys is particularly helpful. This is a solid guide for marketers at any corporation who want to reach the women's market. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Choice: "A resource and roadmap to seeing through the eyes of women in their buying process. This book is must reading!" "Selected by Choice magazine for the annual Outstanding Academic Titles award list for 2004 Publishers Weekly: ""This is a solid guide for marketers at any corporation who want to reach the women's market."" Harvard Business School Working Knowledge (www.hbswk.hbs.edu): ""The book is rich in practical suggestions and interesting stories, with an easy-to-read style."" Donna Paz, Paz Associates, The Readers' Edge: ""Every once in awhile, I discover a business book that is filled with Aha! moments and new learning. Such was the case when I read Don't Think Pink, recently released by AMACOM. Since women customers are so important to the bookstore business, I think you too will love learning about the many layers within this valuable niche market and how things have changed over the last several decades. I think the book may be ever more important than Paco Underhill's observations on retail, especially when it comes to bookstore marketing. Do remember to mention this book to other business owners in your area who cater to women customers. it can also serve as the basis for a presentation at a local Chamber of Commerce meeting or gathering of local women business owners. At the very least, all travel agents, realtors, salon owners and day care administrators will be glad they chose a business book this summer."" Alf Nucifora, syndicated columnist: ""An intelligent roadmap to what really makes women buy.""