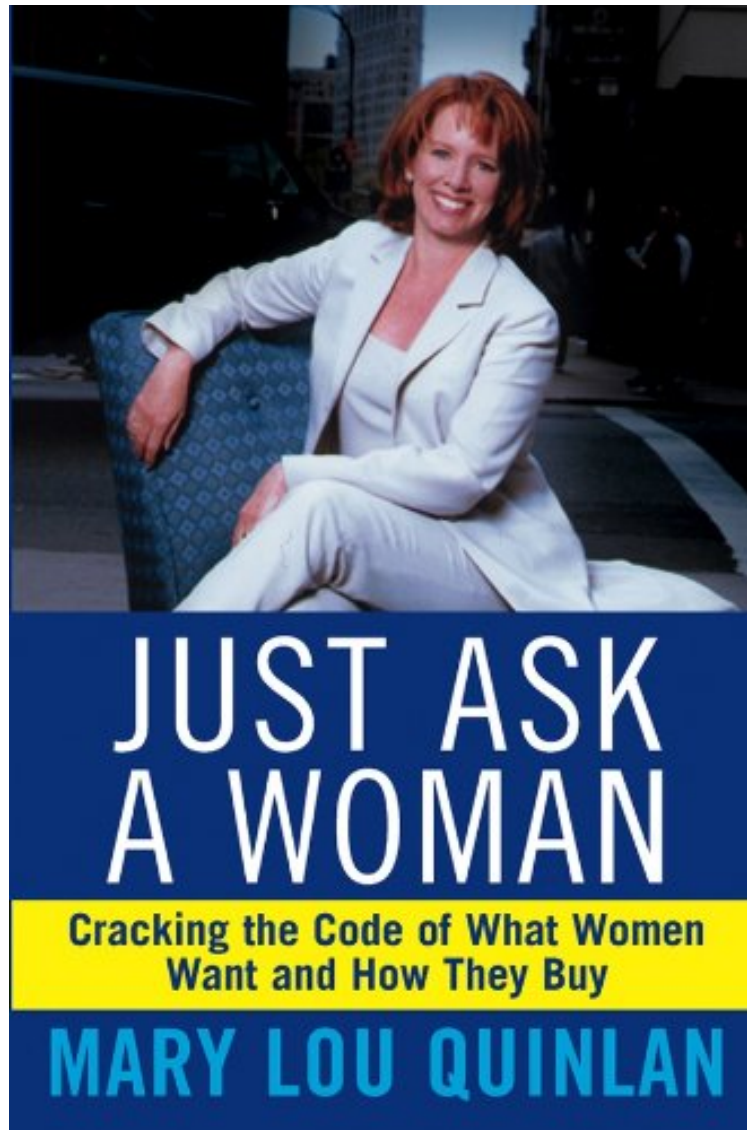


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Just Ask a Woman: Cracking the Code of What Women Want and How They Buy

Mary Lou Quinlan

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that men are in charge of anything! Any executive interested in selling anything to a woman better read this.
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By Leslie Ann
I needed this book for an Independent Study class this semester and I found I could purchase this book at a much reasonable price through from this seller. This was the first purchased I had made with and I am thrilled with the way it worked out. I received my copy of this particular book quickly and it was in perfect condition, brand new! I will be a returning customer!

An enlightening blueprint of the secrets of reaching female consumers from the expert Just Ask a Woman is a powerful book about how to tap into female consumers' needs. Mary Quinlan, the founder of the premiere consultancy dedicated to marketing to women, has personally interviewed 3,000 women in the course of her research for Just Ask a Woman. Women are the decision-makers in an estimated eighty-five percent of household buying decisions, and yet far too often, products marketed specifically to them fail to connect with their needs. Here, Quinlan explores topics such as how women judge brands and advertising, how they make decisions, the effects of stress on their consumer behavior, and their increasing demands for service and communication. Quinlan rejects the traditional focus group approach in favor of highly energized and intimate talk sessions where women reveal their deeper feelings about products and services. In Just Ask a Woman marketers, brand managers, and advertisers will find a revelatory resource filled with ideas and action steps for building your brand with women—from a woman who has walked in a marketer's shoes. Mary Lou Quinlan (New York, NY) is the founder and CEO of Just Ask a Woman, a marketing consultancy dedicated to building business with women. Just Ask a Woman is a division of bcom3, a \$15 billion global communications firm whose clients include Citigroup/Women Co., Lifetime, Saks, Hearst Magazines, Toys "R" Us, and Time Inc. Known as a brand-turnaround expert, she has helped to remake brands like Avon and Continental Airlines. Quinlan has been quoted in The New York Times, The Wall Street Journal, Fortune, Fast Company and Advertising Age and appeared on ABC, CNN, CNBC, Lifetime LIVE, Fox and nationally syndicated news shows. Her articles have been published in Marie Claire, Good Housekeeping, Redbook, and More, among others.

From the Inside Flap "Mary Lou Quinlan's Just Ask a Woman is a fascinating and important study not only for marketers, advertisers, and brand managers, but for the general public. The big message of this book is: Understand the woman you want to reach or she will align herself with someone who does. Here is a terrific guide to achieving that understanding that should be required reading for any business manager." —Sharon P. Smith, Dean, School of Business Fordham University
In Just Ask a Woman, top marketing consultant Mary Lou Quinlan shows marketers and business leaders how to tap into America's most powerful consumers: women. Although they comprise just over half of the U.S. population, women buy or influence the purchase of eighty-five percent of all products and services sold nationwide. Yet, far too often, products marketed specifically to women fail to address their needs or connect with them on an emotional and motivational level. Just Ask a Woman will tell you why. The founder and CEO of the premier consultancy dedicated to women's marketing, Quinlan has personally interviewed 3,000 women—uncovering profound and enlightening truths that can't be learned from traditional research. She'll tell you why focus groups don't work, and help you learn new ways to listen to women, understand their needs, and meet their expectations for customer service. She explores topics such as how women judge brands and advertising, how they make decisions, and how stress affects their consumer behavior. In Just Ask a Woman, marketers, brand managers, and advertisers—and anyone selling to women—will find actionable answers to difficult questions and real-world strategies that work—from a woman who has walked in a marketer's shoes. Throughout this book, you'll read the stories of women consumers in their own words. Then Quinlan translates those opinions and concerns into ideas marketers can use. You'll also read the stories of nineteen CEOs and marketing executives, many of them arguably among the most successful marketers to women today. They share their struggles and the lessons they learned that led to marketplace success with women. Just Ask a Woman is your chance to get to know your most important customer—personally. The days of marketing products TO women are over. These are the days of marketing WITH women—treating them as business partners and listening to them throughout every step of the marketing process. So, if you really want to succeed with the most powerful consumer group in the world, all you have to do is ask.
Praise for JUST ASK A WOMAN "Just when you think you know it all, Mary Lou Quinlan helps you with your thinking in a new and wonderful way. If you want to capture a larger piece of your market, read this book." —Gordon Bethune, Chairman of the Board and Chief Executive Officer Continental Airlines, Inc. "Mary Lou's fascinating book delving into the commonsense insights of women toward products both mundane and high tech is a watershed event. Mary Lou shows that women are both procedural and disciplined (many even use an 'informal board of directors' to confirm their own opinions), and marketers who don't take them seriously do so at their own peril." —Rance Crain, Editor-in-

Chief, Advertising Age "A deeply insightful and actionable articulation of how women live today, their deepest feelings and hopes and desires. There's a depth of understanding here that clearly reveals the enormous experience that Quinlan has had in marketing and advertising." ndash;John Pepper, Chairman, Executive Committee of the Board Procter Gamble "Think you know how to make women buy your product? Think again. Mary Lou Quinlan surprises and delights with insight into what it takes to sell almost anything to any woman." ndash;Melanie Wells, Senior Editor, Forbes "Mary Lou Quinlan harnesses her decades of experience to provide powerful insights into how to not only 'ask a woman' but also to listen to her. Highly readable, this book speaks cogently to practicing and aspiring marketers about tapping into the minds and pocketbooks of women. Quinlan provides a guide to smarter and better marketing." ndash;Stephen A. Greyser, Professor of Marketing and Communications Emeritus Harvard Business School

About the Author MARY LOU QUINLAN is the founder and CEO of Just Ask a Woman, a New York-based marketing consultancy dedicated to building business with women for clients including CitiGroup, Johnson Johnson, General Motors, and Saks Fifth Avenue. Her twenty-five-year marketing career led to her reputation as a brand turnaround expert, from director of sales motivation and advertising for Avon, to CEO of N. W. Ayer Advertising. She speaks frequently on women's issues, has written for Redbook, MORE, and Marie Claire, and has been featured in the New York Times, The Wall Street Journal, and BusinessWeek, as well as on CNBC and the Lifetime Network.