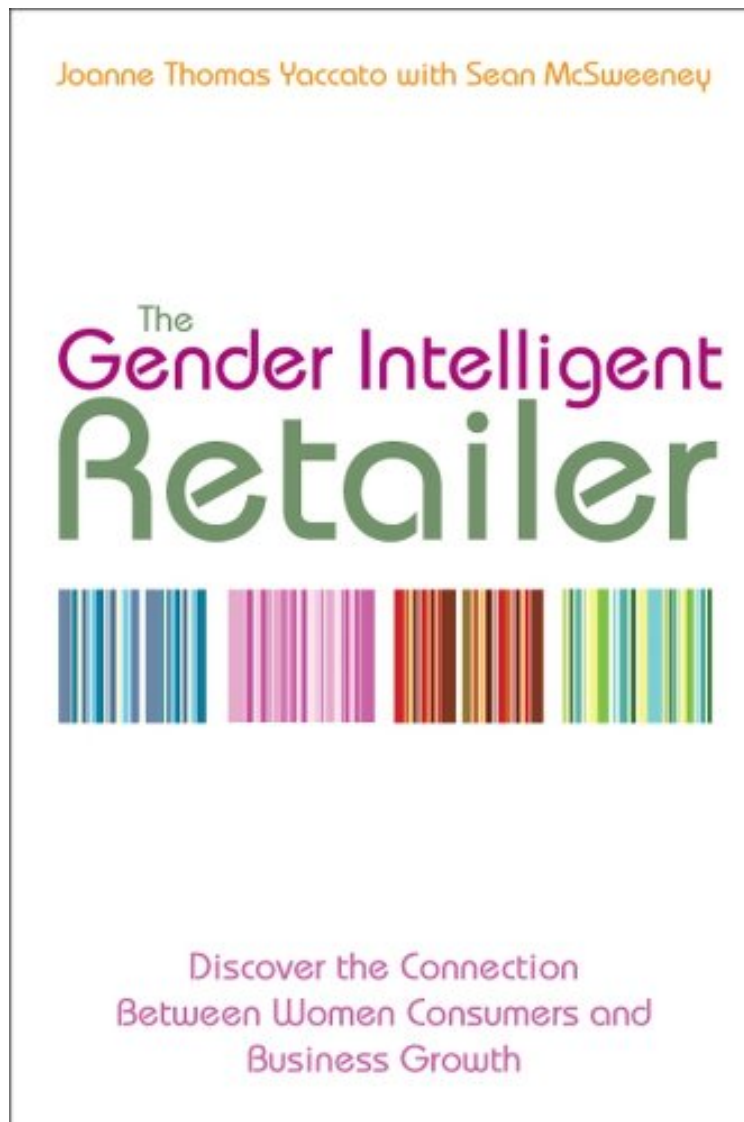


[Free] The Gender Intelligent Retailer: Discover the Connection Between Women Consumers and Business Growth

## The Gender Intelligent Retailer: Discover the Connection Between Women Consumers and Business Growth

*Joanne Thomas Yaccato, Sean McSweeney*  
DOC | \*audiobook | ebooks | Download PDF | ePub



#2858154 in eBooks 2010-03-17 2010-03-17File Name: B003DL3O2O | File size: 56.Mb

**Joanne Thomas Yaccato, Sean McSweeney : The Gender Intelligent Retailer: Discover the Connection Between Women Consumers and Business Growth** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Gender Intelligent Retailer: Discover the Connection Between Women Consumers and Business Growth:

“Through engaging and direct analysis, Joanne Thomas Yaccato has drawn the line clearly for businesses—any successful client relationship strategy must consider the unique perspectives of women. Small, medium and large organizations can benefit from her witty and poignant observations.” David I. McKay, Group Head, Canadian Banking, RBC “In a lifestyle based company, Joanne’s thoughts come at you like a best friend’s; who’s not afraid to keep you grounded. In our case, Joanne’s perspective has allowed us to meet the changing needs of our customers over the years in a relevant and authentic way. The Gender Intelligent Retailer pushes the right buttons and creates dynamic conversations that make valuable differences in the retail shopping experience.” Kerri Molinaro, President, IKEA Canada “Joanne has done it again...empowering not only retailers, but consumers, employers and employees with market insight we need to know, and in many cases, should have known by now. Her research and analysis is filled with practical examples that will be an eye-opening read for businesses wondering why they aren’t connecting with the influential female consumer. The Gender Intelligent Retailer is a recipe for success.” Mark Kelley, CBC News, The National “Joanne Thomas Yaccato has done us all a big favour. The Gender Intelligent Retailer shows us the ‘real’ world of women consumers. By helping to open our eyes to the world we live in, the book opens the doors of opportunity. It is often difficult for old institutions first to recognize and then to react to our changed and changing demands as a society. Joanne and Sean help us see and then navigate the new world with sound insights and an eye that sees our follies and then focuses on a better way to meet the demands of the future.” Premier Gordon Campbell, Province of British Columbia “Once again Joanne Thomas Yaccato has hit the mark with her new book The Gender Intelligent Retailer! Following on the footsteps of her previous bestseller — The 80% Minority — Joanne and her retail partner, Sean McSweeney, continue to unlock the secrets of marketing to women in an intelligent, caring, and holistic manner. She finds a way to intertwine humorous stories, imaginative analogies, and real life examples with quantifiable and powerful advice.” Diane J. Brisebois, President CEO, Retail Council of Canada

“Through engaging and direct analysis, Joanne Thomas Yaccato has drawn the line clearly for businesses—any successful client relationship strategy must consider the unique perspectives of women. Small, medium and large organizations can benefit from her witty and poignant observations.” —David I. McKay, Group Head, Canadian Banking, RBC “In a lifestyle based company, Joanne’s thoughts come at you like a best friend’s; who’s not afraid to keep you grounded. In our case, Joanne’s perspective has allowed us to meet the changing needs of our customers over the years in a relevant and authentic way. The Gender Intelligent Retailer pushes the right buttons and creates dynamic conversations that make valuable differences in the retail shopping experience.” —Kerri Molinaro, President, IKEA Canada “Joanne has done it again...empowering not only retailers, but consumers, employers and employees with market insight we need to know, and in many cases, should have known by now. Her research and analysis is filled with practical examples that will be an eye-opening read for businesses wondering why they aren’t connecting with the influential female consumer. The Gender Intelligent Retailer is a recipe for success.” —Mark Kelley, CBC News, The National “Joanne Thomas Yaccato has done us all a big favour. The Gender Intelligent Retailer shows us the ‘real’ world of women consumers. By helping to open our eyes to the world we live in, the book opens the doors of opportunity. It is often difficult for old institutions first to recognize and then to react to our changed and changing demands as a society. Joanne and Sean help us see and then navigate the new world with sound insights and an eye that sees our follies and then focuses on a better way to meet the demands of the future.” —Premier Gordon Campbell, Province of British Columbia “Once again Joanne Thomas Yaccato has hit the mark with her new book The Gender Intelligent Retailer! Following on the footsteps of her previous bestseller — The 80% Minority — Joanne and her retail partner, Sean McSweeney, continue to unlock the secrets of marketing to women in an intelligent, caring, and holistic manner. She finds a way to intertwine humorous stories, imaginative analogies, and real life examples with quantifiable and powerful advice.” —Diane J. Brisebois, President CEO, Retail Council of Canada “When a woman walks into your store, she’s likely already packed the kids’ lunches, negotiated the need for socks with a crying toddler, organized dinner, and had a client breakfast...all before 10! If you don’t make her experience as positive as possible and treat her with respect, she’ll tell all her friends where not to shop. Find out the keys to success in Joanne and Sean’s comprehensive, witty, and practical guide. And here’s the good news: if you build it, they will come, women and men.” —Anne Kothawala, President, Canadian Newspaper Association “Through an engaging collection of facts and stories woven together with sharp wit and humor, Joanne Thomas Yaccato provides practical guidance to awaken business leaders to a significant opportunity available in today’s marketplace. The Gender Intelligent Retailer brings to life a critical insight: transitioning to an organization that takes a holistic view inclusive of women consumers is not something you do, it is something you become.” —Kevin Regan, Executive Vice President, Investors Group “Most business books use a ‘marketing to women’ lens when advising companies on the hows and wherefores of reaching women consumers. The Gender Intelligent Retailer makes quick work of that approach and nails the real business case for understanding women consumers. Using her

concept of Gender Intelligence intertwined in a wonderful blend of case studies, hilarious personal anecdotes, hard-core research and news you can use; Joanne Thomas Yaccato reveals that the real pay off for companies is simply this—make something women friendly, you make it everybody-friendly.—Amanda Ellis, Lead Specialist, Gender and Development, The World Bank Group; The Gender Intelligent Retailer provides theory and practice—what works and doesn't work—and quantifies it. Thomas Yaccato and McSweeney nudge you outside your comfort zone with a holistic gender-conscious retail approach that promises to build a loyal shopping base and keep you ahead of the pack.—Bob Kowynia, Manager, North American Advertising Communications, Lennox Industries; For those hoping to succeed in the coming decades, this book offers great insight into the influence with which gender-sensitive initiatives benefit the retail realm. It demonstrates how advantageous a female-friendly approach is to any contemporary business model and its subsequent bottom line. A must read!—Rossana Di Zio Magnotta, Chief Executive Officer and President, Magnotta Winery Corporation; As a marketing researcher, I am regularly asked to profile consumers to help companies create more audience-focused marketing strategies. One of the first things retailers might examine is the differences between men and women. The challenge is that while these segments are so easy to identify but so difficult to understand. Joanne's insights provide marketers and business leaders with the path to the big picture conversations and honest reflections that researchers would like to contribute to more often. She inspires the necessary shift from a simple focus on gender targets to a whole new way of thinking that may enable powerful growth and expansion for retailers and consumer-facing business.—Robert Daniel, President, Maritz Research Canada; From the Inside Flap "Forget China, India and the internet: economic growth is driven by women."—The Economist, April 2006 Women are incredibly discerning consumers who control 80 percent of the consumer dollar spent in the industrialized world. But the retail sector ranks poorly in its ability to serve and satisfy this major market, with research revealing that women feel they are not taken as seriously as men by the companies they do business with. The fact is that "marketing to women" initiatives will not fix this problem because women can smell a fem-marketing rat a mile away. The way to reach women effectively is to put their consumer needs at the epicenter of your business strategy, and this is the book that explains why, and how to do it. The holistic or "organic" approach outlined in The Gender Intelligent Retailer—proven again and again in the authors' work with numerous organizations—shows that if you focus on what women want in a retail experience, you raise the bar for everyone. If you make it women-friendly, you make it everybody friendly. Gender Intelligence is about creating a company-wide competency around what women consumers are looking for, and reflecting that in every aspect of your business: marketing, advertising, operations, store layout and design, product development, staff training, human resources, etc. This approach is not a short-term, "pink-washing" marketing gimmick that attracts women consumers temporarily, but rather a way of building lasting relationships with your key customers that result in increased market share and customer satisfaction for all customers. The Gender Intelligent Retailer is full of examples and case studies of companies that have implemented Gender Intelligence and are reaping the benefits, including: The Home Depot, Sobeys, Allstate Insurance, the Toronto Blue Jays, the Government of British Columbia, Bruce Power, Shane Homes, and Petro-Canada. Becoming a gender intelligent retailer is an effective way to create an environment that women want to visit, spend their money in, and tell all of their friends about—an approach that considers the needs of all your customers by focusing on women as the central consumer, and that can improve your results overall. About the Author Joanne Thomas Yaccato is the president and founder of the Toronto-based consulting firm The Thomas Yaccato Group, known as Corporate Canada's Gender Lens. Since 1994, using Gender Intelligence, TYG has worked with companies globally helping them better connect with women consumers. Joanne is the author of three best-selling business books, Balancing Act, Raising Your Business and The 80% Minority. The family, which includes aerospace engineer husband Michael McNeill, 13-year old daughter Kathleen and demon dog Caley, live in King City, Ontario. Sean McSweeney has held a number of management positions in his 10 years as a retail manager with Mountain Equipment Co-op (MEC). The Toronto store's first gender-based store re-design was his brainchild and he has been instrumental in helping MEC win a number of environmental awards. Sean is a committed bike commuter, rain or shine, and has co-founded a charity event Run with the Sun to raise funds to for the fight against cancer. Sean lives in Toronto with his wife Nicole and their four children Patrick, Connor, Kieran and Maeve.