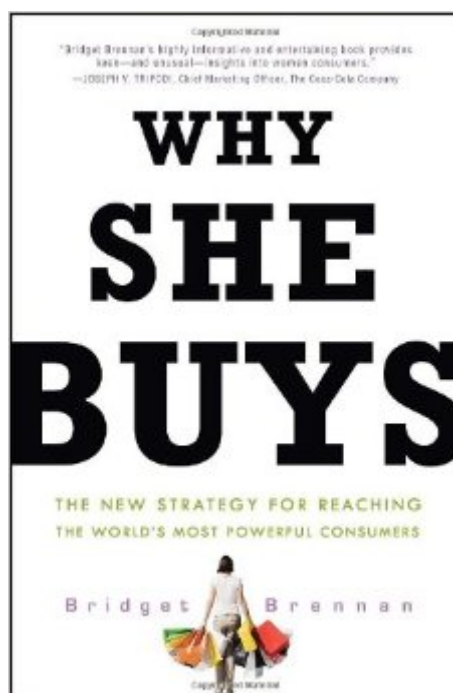


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# Why She Buys: The New Strategy For Reaching The World's Most Powerful Consumers



## Synopsis

If the consumer economy had a sex, it would be female. If the business world had a sex, it would be male. And therein lies the pickle. Women are the engine of the global economy, driving 80 percent of consumer spending in the United States alone. They hold the purse strings, and when they've got a tight grip on them as they do now, companies must be shrewder than ever to win them over. Just when executives have mastered becoming technology literate, they find there's another skill they need: becoming female literate. This isn't always easy. Gender is the most powerful determinant of how a person views the world and everything in it. It's stronger than age, income, or race. While there are mountains of research done every year segmenting consumers and analyzing why they buy, more often than not it doesn't factor in the one piece of information that trumps them all: the sex of the buyer. It's stunning how many companies overlook the psychology of gender when we all know that men and women look at the world so differently. Bridget Brennan's *Why She Buys* shows decision makers how to bridge this divide and capture the business of the world's most powerful consumers just when they need it most.

- *No Matter Where You Live, Women Are a Foreign Country: You'll discover the value in studying women with the same intensity that you would a foreign market. Women grow up within a culture of their own gender, which is often invisible to men. Brennan dissects this female culture and explains the important brain differences between men and women that may cause your female customers to notice things about your products, marketing campaigns, or sales environment that you might have overlooked.*
- *The High Fives: There are five major trends driving the global female population that are key to determining their wants and needs. These global shifts are just beginning to be tapped by businesses, and learning about them can provide you with an invaluable blueprint for long-range planning.*
- *The Good, the Bad, and the Ugly: Find out how the best and brightest companies have cracked the female code, and hear horror stories about those that haven't. Through instructive case studies and interviews, *Why She Buys* provides practical, field-proven techniques that you can apply to your business immediately, from giants like Procter & Gamble and Toyota to upstarts like Method home-care products and lululemon athletica apparel. At a time when every company is looking for a competitive advantage, Bridget Brennan offers a new and effective lens for capturing market share.*

From the Hardcover edition.

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## Customer Reviews

I am a woman who takes issue with Ms. Brennan's stated assumptions about gender as well as her argument that gender is THE single most important facet of marketing strategy. Ms. Brennan finds women to be generally obsessed with their appearance as well as that of their surroundings, overwhelmingly nurturing, endlessly talking about their emotions, and unimpressed by quantitative information; while men are (according to her) oblivious to their physical surroundings, uncommunicative, and obsessed with objective measurements (at least in the context of consumer goods!). Having said that, I found this book to contain lots of useful and important tips, but it is both misleading and unnecessary to place these suggestions in a sex-based straitjacket. Her numerous bullet points do offer some generally good advice and are helpful in thinking creatively about marketing strategy, but are not and should not be hung on a gender or labeled as (somehow) female-centric insights. Among the useful points she makes are the importance of humor in marketing and advertising, that plenty of people over 65 have lots of disposable income, that what people do is more important than what they say (although she fails to heed her own advice when she trots out survey after survey - more on that below), and that marketing and customer service need to be much more integrated than they generally are. What I think Brennan is really getting at if you strip away all her pedantic ravings about clueless out of touch men and overwrought, overworked, women, is that there needs to be more creativity in marketing.

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