



Marketing to Women

Marti Barletta

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Marketing to Women shows why the women's market is the fastest track to strong business results in today's extraordinarily competitive environment, and an increasingly important and powerful market segment which companies cannot afford to ignore.

According to marketing authority Martha Barletta, companies that fail to recognize the power of the woman buyer are leaving money on the table. In her book, *Marketing to Women: How to Understand, Reach, and Increase Your Share of the Largest Market Segment*, marketing expert Martha Barletta presents a compelling business case for why marketing professionals, men and women alike, should allocate real dollars and undivided attention to the largest untapped market in the world: women. She then explains why and how women reach different brand purchase decisions than men, and provides a detailed field guide for creating and executing a complete marketing plan that targets women.

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