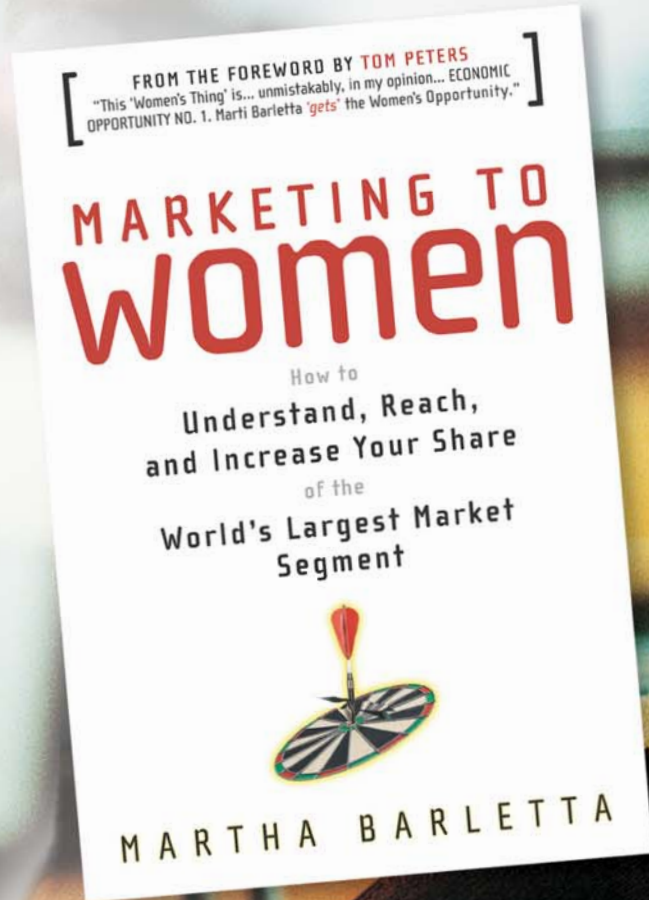


# Women Represent \$6 Trillion in Buying Power

*How much money are you giving away to your competition?*



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***“The numbers are unequivocal. The gender differences are undeniable. The opportunity is unarguable. The market is enormous. The competitive advantage is inevitable. The opportunity—trillions of dollars in the U.S. alone—is waiting.”***

—from the foreword of *Marketing to Women* by Tom Peters

In today's extraordinarily competitive environment, marketing to women is the fastest track to sales growth, share dominance, and profit improvement. **In *Marketing to Women*, marketing authority Martha Barletta reveals a proven plan to capture \$6 trillion in women's buying power.**

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*Marketing to Women* by Martha Barletta, \$23 hardcover,  
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