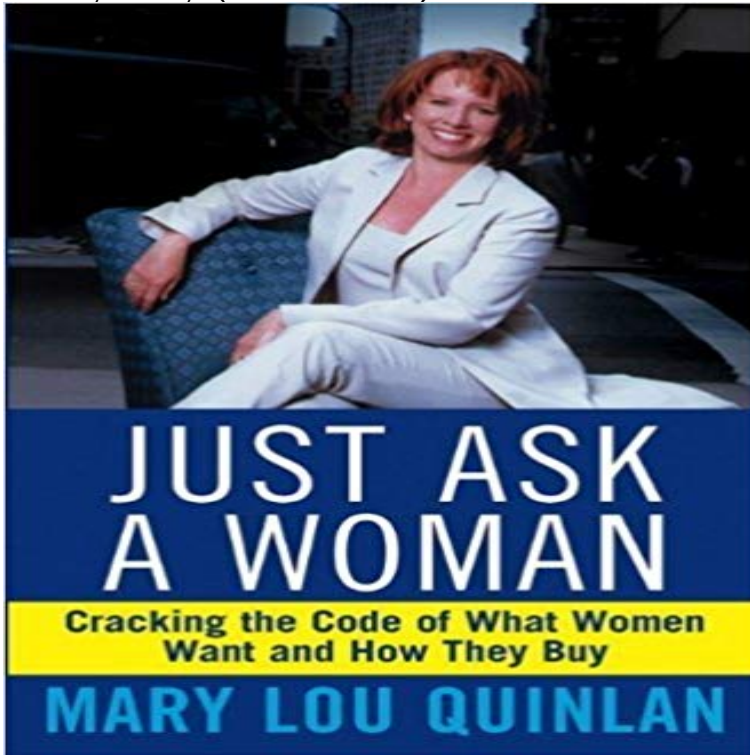


Just Ask a Woman: Cracking the Code of What Women Want and How They Buy (Hardback) - Common



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.

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