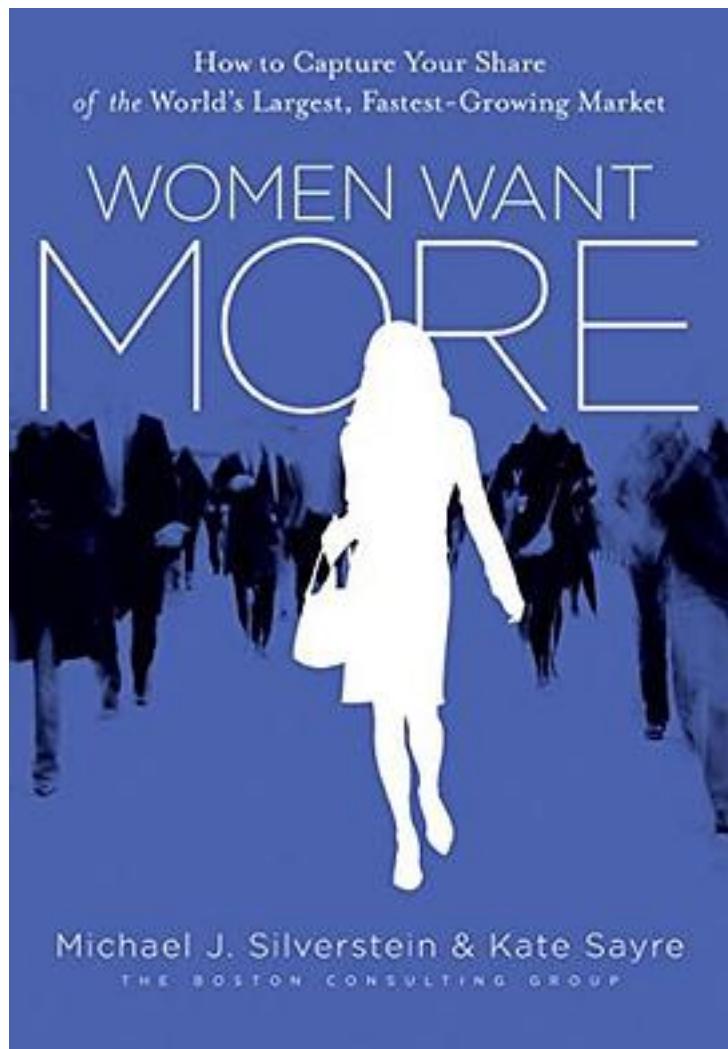


Women Want More



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著者:Michael J. Silverstein

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An exhaustive analysis of the 2008 Boston Consultive Group Global Inquiry into Women and Consumerism, which surveyed 12,000 women from all walks of life about their spending habits. In painstaking detail, and employing every available scrap of corporate history, the authors describe how to reach the group which controls the spending in most categories of consumer goods, but who are sometimes misunderstood by the companies that seek to serve them. Through many examples of the women interviewed for the survey, we see pictures of the modern woman globe-wide—struggling between roles of caregiver, wife, and mother, stressed out, saddled with men who don't help with the housework, pressed for time, over-concerned with expensive beauty products, frustrated with condescending financial advisors and determined to do good with their dollars. The scope of the survey itself is interesting, but the repetitive detail makes the book more useful as a doorstop than a business guide, and there's a disconcerting bemused tone to the analysis—as if the authors were observing exotic zoo animals rather than a powerful consumer group. Others have done it better—and far more succinctly. (Sept.)

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作者介绍:

"The most helpful findings reveal how many women are currently dissatisfied with the financial, health care, banking, and technological services that they receive. . . . [The book] offers unique insights [and] . . . should be considered for those seeking to freshen up their customer service collections." (Library Journal)

"Women Want More makes the case for the role of women in moving markets. For consumer companies, it's an essential resource." (Irene B. Rosenfeld, Chairman and Chief Executive Officer, Kraft Foods)

"Truly inspirational. A great book. We've only just begun to scratch the surface of this opportunity." (Indra K. Nooyi, Chief Executive Officer and Director, PepsiCo Inc.)

"Women Want More tells the incredible story how companies can capture the emerging \$5 trillion in real income growth for women, who feel undervalued in the marketplace; underestimated in the work place and underappreciated in the social arena." (Michael Gould, Chairman and CEO, Bloomingdale's)

"In this essential book, Silverstein and Sayre capture the revolution taking place worldwide: women consumers who demand options, who require personal attention, and who will ultimately determine which companies make it to the next round. Authenticity rules and wise marketers will understand that. Highly recommended." (John Zogby, President/CEO of Zogby International and author of *The Way We'll Be: The Zogby Report on the Transformation of the American Dream*)

"A must read for consumer-oriented companies of every size, shape and persuasion. Women Want More presents the most compelling consumer marketing proposition of our time with powerful insights anchored in thoughtful research." (Douglas Conant, President and Chief Executive Officer, Campbell Soup Company)

"Women Want More is a call to recognition and response. How can you not focus on an emerging \$5 trillion in real income growth for women?" (Les Wexner, Founder, Chairman and CEO of Limited Brands)

"Women Want More is a fresh and insightful analy

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标签

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评论

全世界的女人都嫌时间不够用，希望平衡工作与家庭，事业成功，生活幸福，容貌和身材姣好。波士顿咨询公司的全球调查揭示了赚女人钱的好生意。

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书评

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