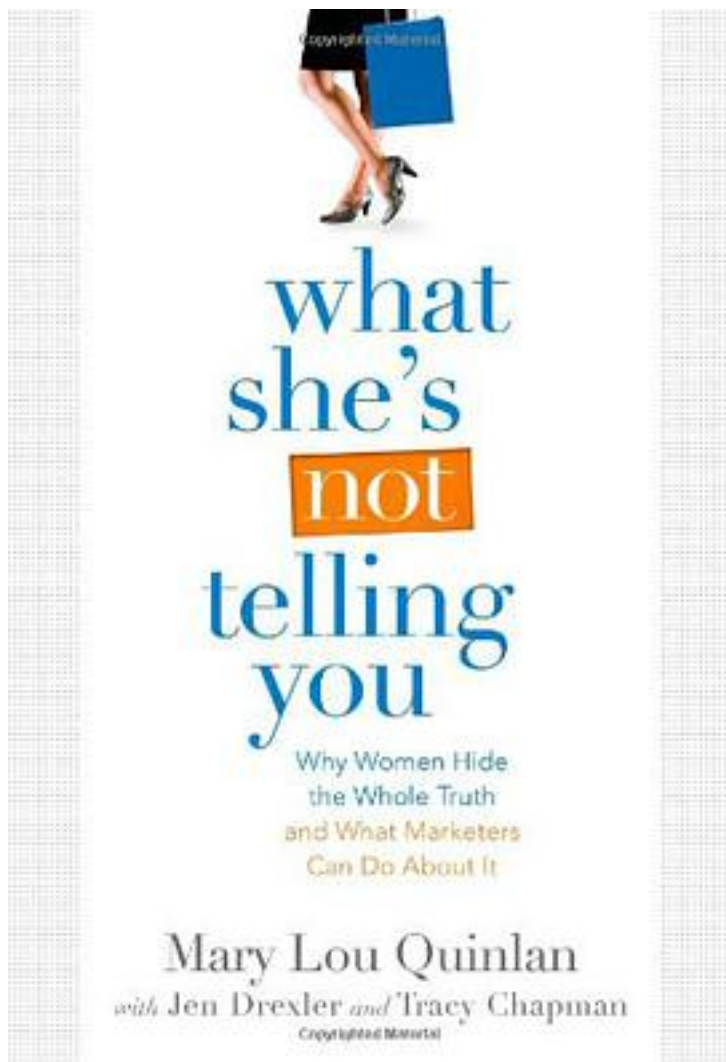


What She's Not Telling You



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Get ready to hear the whole truth about the Half Truths that can undermine your best-laid plans with women. For the past decade as partners in the powerhouse consultancy Just Ask a Woman, Mary Lou Quinlan, Jen Drexler, and Tracy Chapman have been changing the way marketers listen to women. In this book they share their best Power Listening strategies, honed during their groundbreaking work on behalf of global leaders in dozens of industries. They will save you from wasted research and marketing mistakes before it's millions of dollars too late. In this provocative, tell-all book, you will learn how to detect women's hidden Half Truths and to dig deeper to the Whole Truths that drive brand leadership, relevance, and growth. Inside you'll find The five key motivators that drive women's Half Truths and how to overcome them Compelling cases of Whole Truth marketers (and those shortchanged by Half Truths) Techniques to break Half Listening habits that sabotage Whole Truth insights

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目录:

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