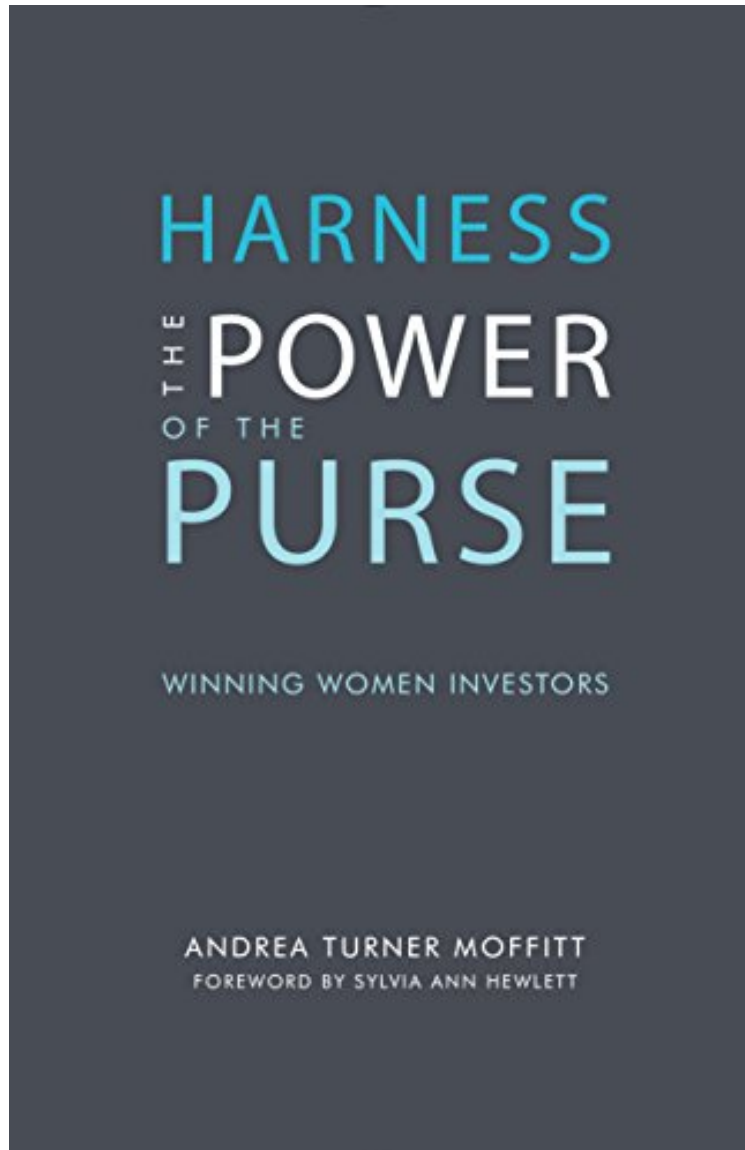


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## **Harness the Power of the Purse: Winning Women Investors (Center for Talent Innovation)**

*Andrea Turner Moffitt*  
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**Andrea Turner Moffitt : Harness the Power of the Purse: Winning Women Investors (Center for Talent Innovation)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Harness the Power of the Purse: Winning Women Investors (Center for Talent Innovation):

0 of 0 people found the following review helpful. Womenomics has a major contribution in this bookBy Traveling MommySo awesome...what we all know and suspect about women, wealth and financial advisory services but seeing

it quantified and clarified so succinctly is refreshing and reassuring. It is an excellent contribution and will hopefully lead to better professionals and less myth about women and womenomics.0 of 0 people found the following review helpful. Must-read for all financial advisorsBy JHLots of great insight on what women need from a financial advisor. All advisors should read this. Tons of stats on the way women approach investing, and great examples to illustrate.2 of 2 people found the following review helpful. A must-read for financial advisors looking to grow their businessesBy JuliaMany women experience gendered treatment when they seek financial advice--often, advisors speak primarily to their husbands, or condescend to women when they seek advice on their own. But the inequity of such financial advice isn't the true focus of this book. From an insider's perspective, Andrea Turner Moffitt makes a compelling business case for behavior change among advisors when they work with women. Not only does Turner Moffitt include real-world examples and practical tips to help advisors acquire "gender smarts," she demonstrates the enormous (and rapidly growing) market opportunity advisors miss if they don't work with women.

Women in the US exercise decision-making control over \$11.2 trillion of investable assets and 62% of women in the US, UK, China, Hong Kong, Singapore, and India identify as the primary source of household assets. Yet, a majority (53%) of female wealth in these markets is unmanaged by an advisor and, according to new research from the Center for Talent Innovation (CTI), closing the gap will require, in part, correcting industry perceptions of women as a monolithic market. The book, *Harness the Power of the Purse: Winning Women Investors*, draws a nuanced picture of female investors around the world.

The rising financial power of women may be the most important demographic trend of the next 20 years. Andrea Turner Moffitt presents a compelling case for the new thinking that will be required to understand this emerging generation of women investors how to serve them and win their trust. Gregory J. Fleming, President, Morgan Stanley Wealth Management and Morgan Stanley Investment Management *Harness the Power of the Purse* combines rich data with real-life stories to highlight a glaring gap between what women want from their investments and what's currently on offer. Andrea Turner Moffitt's book reveals both challenge and opportunity on an immense scale. Helena Morrissey CBE, CEO, Newton Investments and Founder, 30% Club Combining story after story with well-grounded research, this book provides a simple guide for financial advisors and firms that will help crack the code to fully harness the growth potential women investors represent. Bernd Amlung, Head of Global Wealth Solutions and Head of Strategy Business Development, Deutsche Bank *Harness the Power of the Purse* provides insightful guidance and a tactical roadmap for financial advisors and their managers offering a deeper understanding of how to meet the unique needs of women investors. Kathleen Lynch, COO, UBS Wealth Management Americas I hope every male financial advisor reads this book because prepares them for what's about to come: a new period in finance where the different needs, approaches and goals of women investors will change the face of investing itself. Joe Keefe, President CEO, Pax World Management *Harness the Power of the Purse* uncovers one of the most significant market growth opportunities for banks: women. I hope the financial industry pays close attention to the data and insights shared here so we can begin to see the game-changing impact women investors can have as economic powerhouses. Mary Ellen Iskenderian, President and CEO, Women's World Banking "Andrea Turner Moffitt's book provides data-driven support for a simple yet profound idea: aligning investments and values matters. This book will inspire individual investors who believe in market-based opportunities to create positive societal impact, while providing financial services professionals with an understanding as to why their clients, especially women, are seeking opportunities to invest in this way. And we will all be better off for it." Bruce Usher, Former CEO of EcoSecurities and Director of the Tamer Center for Social Enterprise, Columbia Business School