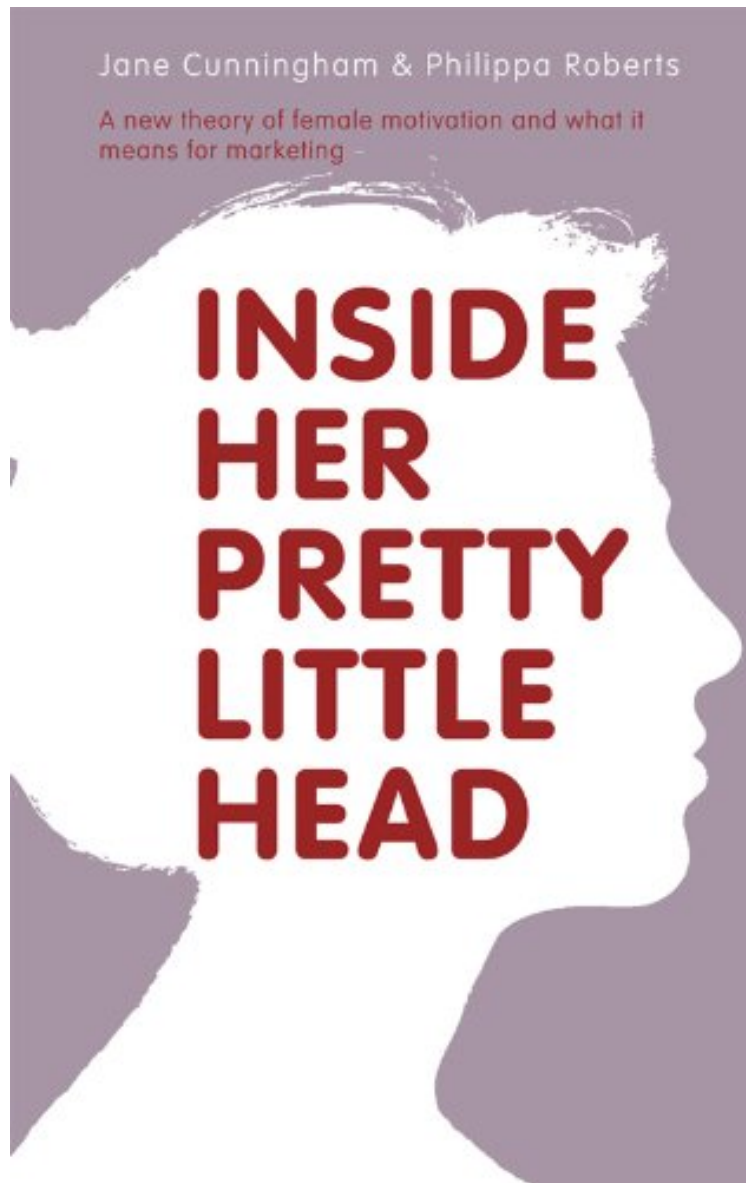


Inside Her Pretty Little Head

Philippa Roberts, Jane Cunningham
audiobook / *ebooks / Download PDF / ePub / DOC



DOWNLOAD



READ ONLINE

#1394254 in eBooks 2012-06-01 2012-06-01 File Name: B0087GZKBS | File size: 27.Mb

Philippa Roberts, Jane Cunningham : Inside Her Pretty Little Head before purchasing it in order to gauge whether or not it would be worth my time, and all praised Inside Her Pretty Little Head:

1 of 1 people found the following review helpful. Looks in-depth at the female target audience and the huge opportunities that can be realised By Martha Tara Lee You might have heard of the raise in the power of the female dollar. Any person who has been in relationship with a woman knows that she seems to think quite differently from a man. If so, what are the difference? What would a marketer give to look into the mind and inner workings of a

woman? Well, *Inside Her Pretty Little Head* is one book that does exactly that. It looks in-depth at the female target audience and the huge opportunities that can be realised when sectors and brands are analysed through the lens of female motivation and need. It provides an inspiring and plain-speaking guide to: The differences between men and women in motivation, decision making, and information processing The composition and character of successful female brands The female purchasing process and media networks The creative work that appeals to women Shaping corporate culture in order to better realise the female opportunity There are four codes important to your female customers mentioned. They are: The Altruism Code - The female speciality act is the ability and tendency to put oneself in another's shoes effortlessly, also known as empathy The Aesthetic Code - Women want to / are driven to make that world a more beautiful place: the way something looks matters so do details. The Ordering Code - This speaks to the practical bit where the details of life that need to be taken care of if life is to work. The Connecting Code - This relates to the need of females to cultivate a strong network of mutually beneficial relationships. The book provides examples and case studies of where and who these codes worked well, and ends with guideline principles and questions to guide you through formulating then implementing them in your own organisation. I found this book relevant to me because I work with couples, but most of my workshops are targeted at women. I certainly began reading this book with the intent of becoming more effective in my outreach to them. I would have to admit that I forgot that there must be many ladies who might have aesthetic or ordering suggestions for me, and reminded to be more on top of things! One might wonder about typecasting and stereotyping. I have personally found that there are always exemptions to the rule, while labels can hurt, they can also help guide and inform us in making sense of the world and the society in which we belong. I would like to suggest to the reader to approach the book with an open mind, and raise their own healthy questions and come up with their own structures or approaches. 4 of 4 people found the following review helpful. this is a fascinating, intelligent read By Mlj Willifer I loved this book. It hits all the nails on the head. If you are marketing products to women (and that is pretty much all men in marketing) then not reading it should be a sackable offence 5 of 5 people found the following review helpful. Perceptive and stimulating By Fiona Keane I found this a really useful book in starting my own business. As most of my clients are women, this was an invaluable resource in crafting our business plan.

Women are responsible for making 80% of all purchasing decisions. In short, this makes women the most valuable consumer group in the world. This book, by two leading marketing practitioners, shows companies how to create marketing strategies and brands that will speak powerfully to women. Many marketing and branding strategies attempt to please all of the people all of the time. The authors here demonstrate that the best marketing ideas fall out of understanding the differences between people. The most profound difference is their gender. A deep understanding of this difference can lead to more relevant, meaningful ideas, that will contribute more significantly to a brand's success. For example, recent research indicates that women live by four main codes - the Altruism, Aesthetic, Ordering and Affinity codes - which play a significant role in the way women judge and purchase goods and services. Brands or products that successfully reflect these codes will be the ones that stand out.

About the Author Jane Cunningham and Philippa Roberts worked together for many years at leading advertising agencies BMP, DDB, and Ogilvy Mather. They are currently starting their own consultancy that specializes in marketing to women.