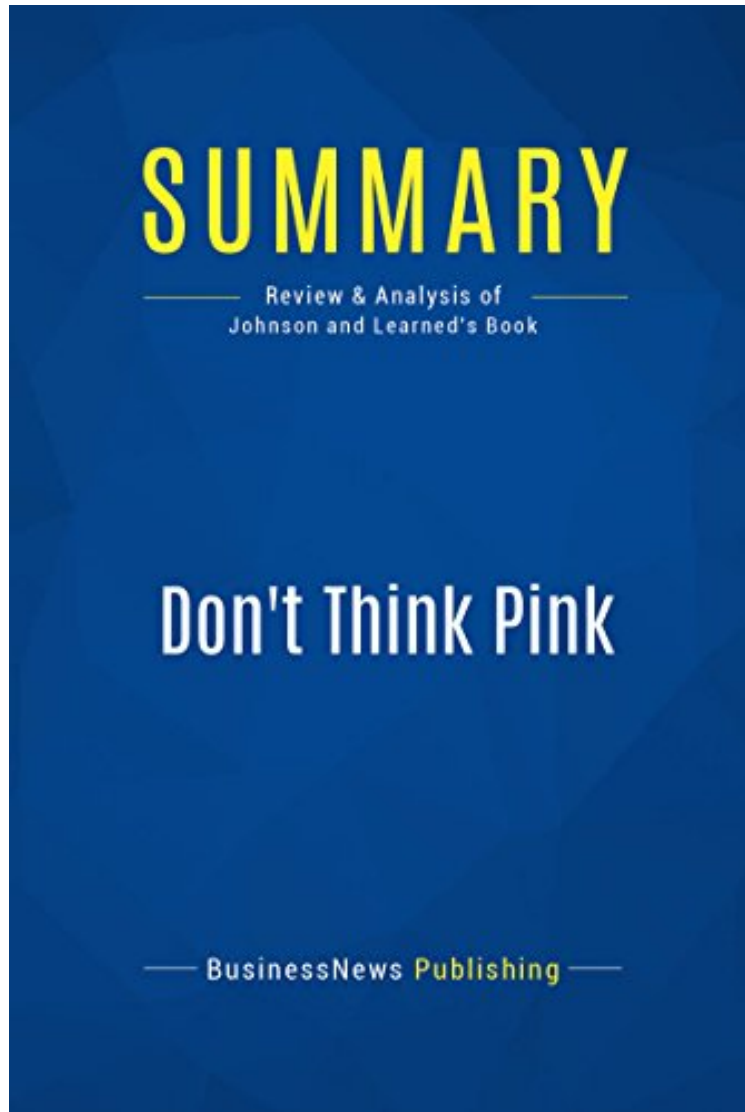


[E-BOOK] Summary: Don't Think Pink: Review and Analysis of Johnson and Learned's Book

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BusinessNews Publishing : Summary: Don't Think Pink: Review and Analysis of Johnson and Learned's Book before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: Don't Think Pink: Review and Analysis of Johnson and Learned's Book:

The must-read summary of Lisa Johnson and Andrea Learned's book: "Don't Think Pink: What Really Makes Women

Buy and How to Increase Your Share of This Market". This complete summary of the ideas from Lisa Johnson and Andrea Learned's book "Don't Think Pink" shows that very few corporations purposefully attempt to target women to purchase their products, despite the fact that women make or influence 80% of all purchase decisions. Furthermore, those who do target women end up using stereotypical and superficial methods, like offering their product in pink. In their book, the authors reveal the real reasons why women decide to make purchases and the marketing techniques that will really get their attention. By reading this summary, you will understand how to adapt your marketing techniques to target female consumers and avoid cliché; Added-value of this summary: Save time; Understand key concepts; Expand your marketing skills To learn more, read "Don't Think Pink" and discover the secrets to marketing to female consumers.