



What She's Not Telling You: Why Women Hide the Whole Truth and What Marketers Can Do About It

Mary Lou Quinlan, Jen Drexler, Tracy Chapman

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Discover the remarkable Whole Truths that can help you trump your competitors in today's hard-fought female market. Once you know *What She's Not Telling You*, you will never listen the same way again.

Have you ever rejoiced as women raved about your product in research only to discover months and millions of lost dollars later that they've all changed their minds? Ever wonder why even successful fashion retailers misfire with women over 40? Or if moms are really as "squeaky green" as they claim to be? If women say they're tired of seeing supermodels in ads, do they mean it? (Would you even know it if they didn't?)

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. Inside 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

Praise for *What She's Not Telling You*:

"I believe this highly readable book, founded on years of personal research and brought to life through vivid case histories, will be a goldmine for marketers."

--**John E. Pepper**, former CEO and chairman, Procter & Gamble Company

"As the father of four daughters, I tried to understand women. As the founding editor of *People*, I had to understand our predominantly female readers. If only I had had Mary Lou Quinlan's book back then! It is, so to speak, the Mother Lode of insight and counsel. And that's the whole truth."

--**Richard B. Stolley**, senior editorial adviser, Time Inc.

"Focus group, schmocusgroup! This book helps you listen between the words to get to a woman's real bottom line."

--**Donna Hanover**, broadcast journalist and former First Lady of the City of New York

"Much research is wasted because it fails to understand the psychology that influences women's responses. A must-read for any results oriented marketer."

--**Roy Bostock**, chairman, yahoo! Inc.

Gold medal winner in the advertising category of the 2010 Axiom Business Book Awards!

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Nowadays reading books be than want or need but also turn into a life style. This reading addiction give you lot of advantages. Advantages you got of course the knowledge the actual information inside the book in which improve your knowledge and information. The information you get based on what kind of reserve you read, if you want drive more knowledge just go with training books but if you want truly feel happy read one with theme for entertaining for instance comic or novel. The particular What She's Not Telling You: Why Women Hide the Whole Truth and What Marketers Can Do About It is kind of book which is giving the reader unstable experience.

Fabiola Stewart:

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Albert Gilchrist:

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