

Majority Marketing

“Helping Companies Attract, Retain, and Increase Business in the Women’s Market”

Recommended Booklist

“**The Power of the Purse**” by Fara Warner, Publisher: Pearson Prentice Hall; ISBN 0-13-185519-0

“**Why Gender Matters**” by Leonard Sax, M.D., Ph.D; Publisher: Doubleday; ISBN 0-385-51073-X

“**In the Company of Women**” by Pat Heim & Susan Murphy. Publisher: Tarcher/Putnam; ISBN: 1-58542-115-4

“**You Just Don’t Understand (Women & Men in Conversation)**” by Deborah Tannen, PhD; Publisher: Ballantine Books; ISBN: 0-345-37205-0 (an excellent book on linguistic/communications styles)

“**Don’t Think Pink**”; by Lisa Johnson and Andrea Learned; Publisher: American Management Association; ISBN 0-8144-0815-X

“**Marketing to Women: How to Understand, Reach and Increase your Share of the World’s Largest Market Segment**” by Martha Barletta; Publisher: Dearborn Trade Publishing; ISBN: 0-7931-5963-6

“**Just Ask a Woman: Cracking the Code of What Women Want and How They Buy**” by Mary Lou Quinlan; Publisher: John Wiley & Sons Inc.; ISBN: 0-471-36920-9

“**The 80% Minority: Reaching the Real World of Women Consumers**” by Joanne Thomas Yaccato; Publisher: Viking Canada ISBN: 0-670-04357-5

“**Re-imagine!: Business Excellence in a Disruptive Age**” by Tom Peters, Publisher: Dorling Kindersley Limited; ISBN: 0-7894-9647-X

“**GenderSell – How to Sell to the Opposite Sex**” by Judith C. Tingley, Ph.D, & Lee E. Robert; Publisher: Touchstone; ISBN 0-684-84385-4

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