



# Just Ask a Woman: Cracking the Code of What Women Want and How They Buy

*Mary Lou Quinlan*

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# Just Ask a Woman: Cracking the Code of What Women Want and How They Buy

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**Just Ask a Woman: Cracking the Code of What Women Want and How They Buy** Mary Lou Quinlan  
An enlightening blueprint of the secrets of reaching female consumers from the expert

*Just Ask a Woman* is a powerful book about how to tap into female consumers' needs. Mary Quinlan, the founder of the premiere consultancy dedicated to marketing to women, has personally interviewed 3,000 women in the course of her research for Just Ask a Woman. Women are the decision-makers in an estimated eighty-five percent of household buying decisions, and yet far too often, products marketed specifically to them fail to connect with their needs. Here, Quinlan explores topics such as how women judge brands and advertising, how they make decisions, the effects of stress on their consumer behavior, and their increasing demands for service and communication. Quinlan rejects the traditional focus group approach in favor of highly energized and intimate talk sessions where women reveal their deeper feelings about products and services. In *Just Ask a Woman* marketers, brand managers, and advertisers will find a revelatory resource filled with ideas and action steps for building your brand with women—from a woman who has walked in a marketer's shoes.

**Mary Lou Quinlan** (New York, NY) is the founder and CEO of Just Ask a Woman, a marketing consultancy dedicated to building business with women. Just Ask a Woman is a division of bcom3, a \$15 billion global communications firm whose clients include Citigroup/Women & Co., Lifetime, Saks, Hearst Magazines, Toys "R" Us, and Time Inc. Known as a brand-turnaround expert, she has helped to remake brands like Avon and Continental Airlines. Quinlan has been quoted in *The New York Times*, *The Wall Street Journal*, *Fortune*, *Fast Company* and *Advertising Age* and appeared on ABC, CNN, CNBC, Lifetime LIVE, Fox and nationally syndicated news shows. Her articles have been published in *Marie Claire*, *Good Housekeeping*, *Redbook*, and *More*, among others.

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