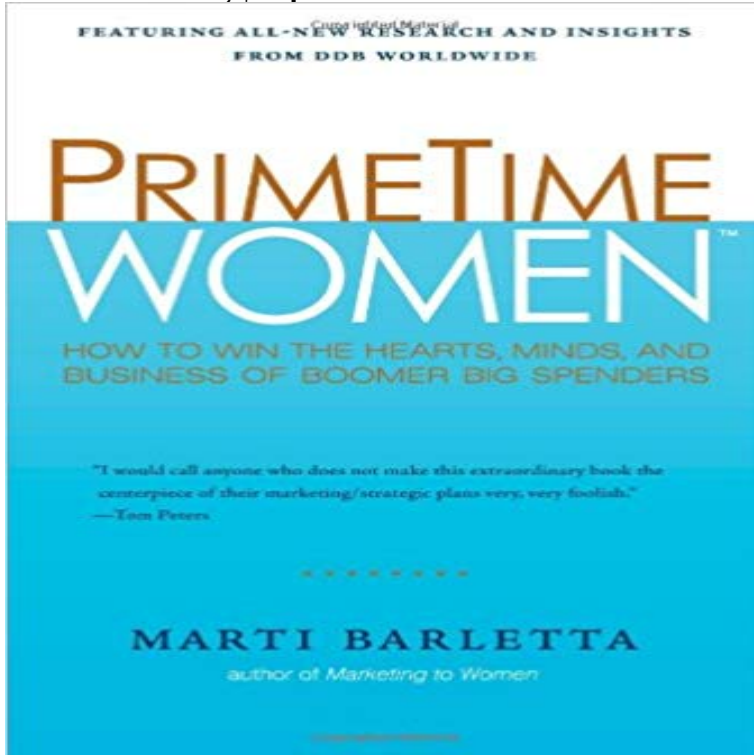


PrimeTime Women: How to Win the Hearts, Minds, and Business of Boomer Big Spenders



Baby boomers are the largest and wealthiest demographic and at the peak of their spending power. What marketing and sales professionals might not realize is that the majority of this spending power is wielded by women ages 50-75. They are the healthiest, wealthiest, most educated, active, and influential generation of women in history. Marti Barletta, the premier expert on marketing to women, calls them PrimeTime Women because not only are they in the prime of their lives, they also are the prime target for most marketers. In her new book PrimeTime Women, Marti Barletta provides the only comprehensive resource on the market for readers searching for practical applications to get into the minds, souls, hearts, and wallets of this influential demographic. This hands-on approach delivers strategic thinking and tactical ideas geared toward understanding and leveraging this enormously influential market. Features: *An inside look at what makes PrimeTime Women tick* Never-before published research, developed in partnership with agency powerhouse DDB* Strategic thinking, planning, and tips from marketers who have successfully targeted PrimeTime Women

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