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Why Marketing to Women Doesn't Work: Using Market Segmentation to Understand Consumer Needs

Jenny Darroch

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Women are now seen as the largest, most lucrative and most active market of all. Increasingly, organizations are fine-tuning their marketing strategies to better reach women, yet they continue to target them incorrectly, which risks alienating both their female and male customers.

This book addresses the challenges and subtleties behind marketing to women and confronts the idea that gender alone can be used as an indicator to target your market. Practical and well-researched, it provides deep insights into the principles of market segmentation, and recommends a new approach that thoroughly examines the issue of human needs, regardless of gender, in order to properly target and effectively reach female customers.

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