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## WHY WOMEN BUY: HOW TO SELL TO THE WORLD S LARGEST MARKET



Made for Success, United States, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Women drive 80 percent of consumer spending. The most powerful determining factor of how we see the world is gender. This segment of the population holds a buying power of more than \$4.4 trillion dollars, in the US alone! Mastering the skill to tap into the world s largest buying segment will give you the competitive advantage you need. Dawn Jones shares seven techniques for bridging...

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- Authored by Dawn Jones
- Released at 2017



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