

"How and Why Do Women Buy?"

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"How and Why Do Women Buy?"

By Kare Anderson

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"What kind of phone comes with it?" the wife asked.

"What difference does that make?!" replied the husband.

She drove.

"The color of the phone is the most important thing?" asked her astounded husband.

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They prefer product warranties and service guarantees more than extra bells and whistles.

Quinlan and Barletta reach many of the same conclusions but disagree on some points.

For example, Quinlan says women today - especially working mothers are stressed out.

Barletta believes the opposite: "In fact, women today are proud of how well they cope with stress."

In the ad, writes Barletta, a "gracious, glamorous, silver-haired woman is coming up a red carpet as if

to the Academy Awards. Suddenly, she trips and falls flat on her face.

The message: Cholesterol doesn't care who you are; it can even bring a princess down."

On this point, I agree with Barletta, not Quinlan. What do you think?

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<http://www.justaskawoman.com/>

) a marketing research firm she founded in 1999.

Barletta is president of The TrendSight Group (

<http://www.trendsight.com/>

), a marketing consulting firm

that also was founded four years ago.

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