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Titolo	The she spot [[electronic resource]] : why women are the market for changing the world--and how to reach them / / Lisa Witter and Lisa Chen ; foreword by Gary Hirshberg
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Altri autori (Persone)	ChenLisa <1973->
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Note generali	"A BK business book."
Nota di bibliografia	Includes bibliographical references (p. 157-168) and index.
Nota di contenuto	Contents; Foreword; Preface; Introduction: A Women-Centered (Marketing) Revolution; Part I: Understanding the She Spot; Part II: How to Hit the She Spot; Part III: Where to Hit the She Spot; Conclusion: The Not-So-Secret Secret to Changing the World; Resources; Notes; Acknowledgments; Index; About the Authors;
Sommario/riassunto	Offers social change organisations with recommendations for leveraging the untapped power of women for positive change through fundraising, advocacy and the ballot box.