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| Autore                  | Witter Lisa                                                                                                                                                                                                                                                                                                             |
| 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                                                                                                                                               |
| Pubbl/distr/stampa      | San Francisco, : Berrett-Koehler Publishers, c2008                                                                                                                                                                                                                                                                      |
| ISBN                    | 1-282-29920-4<br>9786612299209<br>1-57675-783-8                                                                                                                                                                                                                                                                         |
| Edizione                | [1st ed.]                                                                                                                                                                                                                                                                                                               |
| Descrizione fisica      | 1 online resource (214 p.)                                                                                                                                                                                                                                                                                              |
| Collana                 | A BK business book                                                                                                                                                                                                                                                                                                      |
| Altri autori (Persone)  | ChenLisa <1973->                                                                                                                                                                                                                                                                                                        |
| Disciplina              | 658.8/34082                                                                                                                                                                                                                                                                                                             |
| Soggetti                | Women consumers - United States<br>Social marketing - United States<br>Women in nonprofit organizations - United States                                                                                                                                                                                                 |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                 |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                      |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                              |
| 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.                                                                                                                                                |