

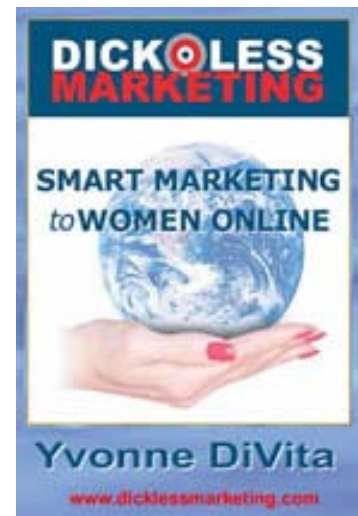
Book Review:

Dickless Marketing ***Smart Marketing to Women Online***

By Yvonne DiVita

Dick and Jane – fond friends of the baby boomer years – have no place in today’s online shopping experience. So says Yvonne DiVita in her new book with the provocative title, *Dickless Marketing: Smart Marketing to Women Online*. With studies showing that women buy more than 50% of the traditional male products – items such as automobiles, electronics and PCs - and influence more than 90% of goods and services purchased in the United States, women are definitely a force to be recognized, appreciated, and marketed to.

Dick is just not the online shopper that Jane is. Yet many businesses, whether they know it or not, market more to him than to her. “Leave the Dick and Jane world of the previous century back in the schoolroom where it belongs,” advised DiVita. “Jane is the online target market and she shops 24/7. Any company that ignores the largest consumer group in the world is making a huge mistake.”



The Internet’s expediency and “mouse-to-house” shopping capability, hits the spot for women of all ages. *Dickless Marketing* offers sound, strategic marketing advice for those who want to tap into this huge marketing opportunity - advice such as how to “create Internet ties that bind” and about understanding that it’s developing customer “real-ationships” that really matter.

This book is a lot more than its provocative title. It’s a concept and a focus. It’s a how-to book on WOWing the women’s market online. In ten information-packed chapters, DiVita reveals not only what women are really looking for, but also why getting your message in front of Jane almost guarantees Dick will see it also. For example in Chapter Two, titled “Lip-Sticking”, the author shows how language is so important and that being clear and honest in your sales message is critical to successful online marketing to women. Chapter Nine offers some wonderful examples of wonderfully bad Websites that miss the women market completely.

Although you may chuckle at some of the comments and examples offered throughout the book, this is a book that illustrates how winning over women helps build sales in the mobile media marketplace of your Website.

There is no question. This book is a must read for any organization that does business over the Internet. It’s a terrific guide to learning how to market your products and services to Jane, without alienating Dick, and build strong brand loyalty in the process.

This book is published by Windsor Media Enterprises and is available on their Website at www.wmebooks.com.