

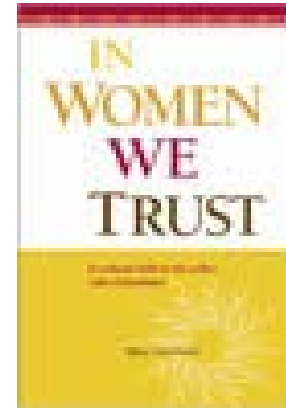
## **Book Review:**

### ***In Women We Trust***

By Mary Clare Hunt

Smart business professionals already know that in today's marketplace women are controlling more and more purchasing decisions. According to a new book, *In Women We Trust*, author Mary Hunt states that women currently make or influence:

- 83 % of all consumer products and services purchases.
- 91 % of all new home purchases.
- 9 out of 10 decisions on what food to buy.
- 88 % of kitchen appliance purchases.
- 80 % of family health spending.



Hunt, a nationally recognized expert on marketing to women, writes that the “women’s consumer culture is shifting.” Women are opting to work and shop within their own culture first. Or, to put it another way, women on a more frequent basis are choosing to do business with women-based businesses.

The author explores the “why women trust women” culture and how it is changing the business landscape. She explains that women “don’t buy from other women to honor sisterhood; it is because they trust the sisterhood.” And it’s not that they don’t trust men, it’s that women trust women more.

What makes this book informative, are the nine “trust points” Hunt identifies: creating community, respect, consideration, being fun, safety, honesty, reliability, thoughtfulness and loyalty. Each chapter discusses the importance of a specific trust factor, provides examples and quotes from survey participants and offers pointed questions that allow readers to see if they are providing the trusted experience women are looking for.

*In Women We Trust* addresses key questions that most women are already aware of and every business should be: What exactly to women offer other women? Why does the trust factor start with an assumed trust level between them? And how can a business apply these same values and keep both genders as customers.

Hunt’s answers go well beyond employing fancy advertisements and marketing rhetoric. She writes that today’s female consumers aren’t interested in bells and whistles. They’re interested in building connections and relationships. So much so, that they are turning to their sisterhood for the products and services they need in their lives. And that the key to gaining a woman as a customer is to sell to her in a manner consistent with and respectful of women’s culture. In short, gain her trust. The book explains how to go about doing that, and why it is so important.

This book is for marketers and business professionals who aren’t yet aware of this cultural shift and the significant impact it can have on business success or failure. It’s for business employees (i.e. salespeople, customer service reps) who can influence customers more than they think. Published by Windsor Media Enterprises, the book is available on their website at [www.wmebooks.com](http://www.wmebooks.com).