



PrimeTime Women: How to Win the Hearts, Minds, and Business of Boomer Big Spenders

Marti Barletta

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Baby boomers are the largest and wealthiest demographic and at the peak of their spending power. What marketing and sales professionals might not realize is that the majority of this spending power is wielded by women ages 50–75. They are the healthiest, wealthiest, most educated, active, and influential generation of women in history. Marti Barletta, the premier expert on marketing to women, calls them PrimeTime Women™ because not only are they in the prime of their lives, they also are the prime target for most marketers.

In her new book *PrimeTime Women*™, Marti Barletta provides the only comprehensive resource on the market for readers searching for practical applications to get into the minds, souls, hearts, and wallets of this influential demographic. This hands-on approach delivers strategic thinking and tactical ideas geared toward understanding and leveraging this enormously influential market.

Features:

- * An inside look at what makes PrimeTime Women™ tick
- * Never-before published research, developed in partnership with agency powerhouse DDB
- * Strategic thinking, planning, and tips from marketers who have successfully targeted PrimeTime Women™

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Mary Logsdon:

Playing with family in the park, coming to see the water world or hanging out with good friends is thing that usually you will have done when you have spare time, then why you don't try factor that really opposite from that. 1 activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition details. Even you love PrimeTime Women: How to Win the Hearts, Minds, and Business of Boomer Big Spenders, you could enjoy both. It is great combination right, you still want to miss it? What kind of hang-out type is it? Oh occur its mind hangout people. What? Still don't obtain it, oh come on its called reading friends.

Kristi Duncan:

PrimeTime Women: How to Win the Hearts, Minds, and Business of Boomer Big Spenders can be one of your starter books that are good idea. We recommend that straight away because this publication has good vocabulary that can increase your knowledge in terminology, easy to understand, bit entertaining but nonetheless delivering the information. The article author giving his/her effort to put every word into delight arrangement in writing PrimeTime Women: How to Win the Hearts, Minds, and Business of Boomer Big Spenders nevertheless doesn't forget the main stage, giving the reader the hottest in addition to based confirm resource data that maybe you can be certainly one of it. This great information can drawn you into fresh stage of crucial thinking.

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