



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

By Marti Barletta  
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Those who have already read Marti Barletta's *Marketing to Women* will welcome this sequel in which she develops in much greater depth her core concepts with regard to the purchasing power of what continues to be "the world's largest market segment." Of special interest to many readers is The GenderTrends™ Marketing Model revealed in her first book on why and how women reach different brand purchase decisions. She shares in *PrimeTime Women* some revealing and valuable new insights from all-new research and DDB Worldwide which will be of substantial value to senior-level executives — including, but not limited to, those primarily responsible for marketing — in all companies, regardless of their size or nature. Barletta carefully organizes and then presents her material within ten chapters which are divided between two parts: Understanding PrimeTime Women™ and The Field Guide for Marketing to PrimeTime Women™, followed by an especially informative appendix which identifies "The Best Resources in the Business."

As is her custom, Barletta makes brilliant use of a number of reader-friendly devices throughout her narrative that facilitate and expedite periodic reviews later of key passages. They include clusters of bold face items, bullet points, and checklists. For example, in Chapter Seven, The GenderTrends™ Marketing Model Applied to Women, a systematic and simple tool which is designed to achieve three objectives:

- “1. structure the complexities of gender differences into an organized view of female gender culture;
2. show how to use the principles of female gender culture to enhance each element in your marketing mix; and
3. apply the resulting insights to the five stages of the consumer's purchase path.”

While explaining “how to win the hearts, minds, and business of boomer big spenders,” Barletta obliterates a number of misconceptions about female consumers in general and those who are 50-70 years old in particular. Did you already know that women control an estimated 80% of all household spending and the percentage is even high for PrimeTime Women™? Also, that women make 55% of all investment decisions, 55% of all decisions concerning consumer electronics, comprise 60% of all home improvement buyers and make 80% of all home improvement decisions, control more than 60% of new car purchase decisions, and 66% of decisions to purchase computers? With regard to income, between 1990 and 2003, women's inflation-adjusted median income grew 26%, while men's grew only 8%. “PrimeTime Women are the healthiest, wealthiest, most educated, active, and influential generation of women in history. This is their PrimeTime. And it's your prime marketing opportunity.”