



Eveolution: Understanding Women--Eight Essential Truths That Work in Your Business and Your Life

Faith Popcorn, Lys Marigold

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190 million female consumers . . . \$4.4 trillion in buying power . . . one book--the national bestseller now in paperback and newly revised--that tells you how to reach them.

She knows business. She knows women. And she definitely knows better than anyone on Madison Avenue how to bring them together. Faith Popcorn, America's leading trend forecaster, shows that no one can succeed in business or successfully start one without understanding how to market to women.

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