



What Women Want: The Science of Female Shopping

By Paco Underhill

Simon & Schuster. Paperback. Book Condition: New. Paperback. 224 pages. Dimensions: 9.2in. x 6.1in. x 0.6in. PACO UNDERHILL, the author of the hugely successful *Why We Buy* and *The Call of the Mall*, reports on the growing importance of women in everybody's marketplace what makes a package, product, space, or service female friendly. Underhill offers a tour of the world's marketplace with shrewd observations and practical applications to help everybody adapt to the new realities. As large numbers of women become steadily wealthier, more powerful, and more independent, their choices and preferences are transforming our commercial environment in a variety of important ways, from the cars we drive to the food we eat; from how we buy and furnish our homes to how we gamble, play, and use the Internet in short, how we spend our time and money. With the same flair and humor that made his previous books universally appealing, Underhill examines how a woman's role as homemaker has evolved into homeowner and what women look for in a home. How the home gym and home office are linked to the women's health movement and home-based businesses. Why the refrigerator has trumped the stove as the crucial appliance. How every major hotel...



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