



# **Summary: Don't Think Pink - Lisa Johnson and Andrea Learned: What Really Makes Women Buy and How to Increase Your Share of This Market**

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**Complete summary of Lisa Johnson and Andrea Learned's book: "Don't Think Pink: What Really Makes Women Buy and How to Increase Your Share of This Market".**

This summary of the ideas from Lisa Johnson and Andrea Learned's book "Don't Think Pink" shows that very few corporations purposefully attempt to target women to purchase their products, despite the fact that women make or influence 80% of all purchase decisions. Furthermore, those who do target women end up using stereotypical and superficial methods, like offering their product in pink. In their book, the authors reveal the real reasons why women decide to make purchases and the marketing techniques that will really get their attention. By reading this summary, you will understand how to adapt your marketing techniques to target female consumers and avoid clichés.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your marketing skills

**To learn more, read "Don't Think Pink" and discover the secrets to marketing to female consumers.**

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#### **Mary Adam:**

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