



# Pocketbook Power: How to Reach the Hearts and Minds of Today's Most Coveted Consumers

*Bernice Kanner*

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**"The serpent in the Garden of Eden knew it first. Marketers caught on centuries later. Women are the ones to reach."--Bernice Kanner**

- Women control 88 percent of all purchases
- Women handle 75 percent of family finances
- 43 percent of those with assets over \$500,000 are women
- One out of every 11 women in America owns a business

**Women influence two-thirds of the 3 trillion dollars spent in the United States each year**

*Pocketbook Power* reveals how female spending power has radically transformed the face of advertising and marketing over the past several decades, combining demographic and statistical information with eye-opening "tales from the trenches." Industry sector by industry sector, Kanner describes successful approaches that have been used to reach the lucrative female buyer--as well as the tactics to avoid.

Complete with expert advice on branding, subliminal advertising, and future trends, *Pocketbook Power* is a must-read for advertising and marketing professionals who are determined to reach the hearts, minds--and ultimately, the wallets--of today's most coveted consumers.

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