



# Why Marketing to Women Doesn't Work: Using Market Segmentation to Understand Consumer Needs

*J. Darroch*

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## **Why Marketing to Women Doesn't Work: Using Market Segmentation to Understand Consumer Needs** J. Darroch

This book addresses the challenges and subtleties behind marketing to women and confronts the idea that gender alone can be used as an indicator to target your market. Darroch provides practical insights into market segmentation and recommends a new approach that focuses on targeting human needs, not gender, in order to reach female customers.

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