



Dickless Marketing: Smart Marketing to Women Online

Yvonne Divita

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In the pages of this book you will learn how to successfully draw in those eager women shoppers. Then, you will learn how to get them to buy, using today's mouse-to-house expediency.

Consider this challenge from the author:

My experience as an Internet consultant was showing me that many online businesses approach the Internet thinking they have the right answers, when they don't even know the right questions! Here are the questions you should be asking: "Who is spending the most money online?" And, "What will get this market to my Web site to buy from me?"

The answer to the first question is: "Women."

The answer to the second question is: *Dickless Marketing*.

Chapter by chapter, DiVita shows how...and more importantly, WHY...some sites successfully market to women and other don't. Chapter 9 is entirely devoted to analyzing six e-commerce sites using DiVita's "Dick-e-meter" rating.

In Chapter 10, DiVita says, "Don't ask Freud what women want, read on--" Get your copy of Dickless Marketing and read on.

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David Anthony:

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Jose Bell:

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