



# What Women Want: The Science of Female Shopping

*Paco Underhill*

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## **What Women Want: The Science of Female Shopping** Paco Underhill

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 chain in the world has redesigned rooms and services for the female business traveler. Why some malls, appealing to women, are succeeding while others fail. What women look for online and why some retail websites, like Amazon, attract women while other sites turn them off.

"The point is," writes Underhill, "while men were busy doing other things, women were becoming a major social, cultural, and economic force."

And, as he warns, no business can afford to ignore their power and presence.

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