

# **What Women Want: The Global Marketplace Turns Female Friendly [Hardcover] By Paco Underhill (Author)**

**By Paco Underhill (Author)**

What Women Want: The Science of Female Shopping by PACO UNDERHILL, the author of the hugely successful "Why We The Global Marketplace Turns Female-Friendly

the global marketplace turns female friendly. Author: Paco Underhill: Publisher: " What women want :

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What women really want: income equality. In no other European country is the wage gap between men and women so strong as in Germany, the OECD wrote in its

What Women Want : The Global Marketplace Turns Female-Friendly (Paco Underhill) at Booksamillion.com. Paco Underhill reports on the growing importance of women in the Jul 28, 2015 "Influencing funding is critical to a women's rights strategy and to shift the value systems," said Zawadi Nyong'o, AWID coordinator in Kenya. [www.awid.org]

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