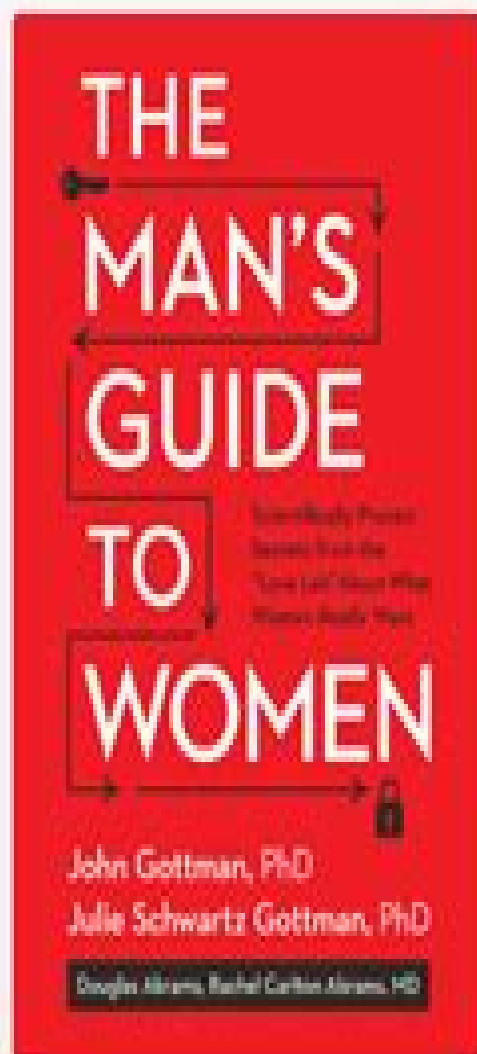




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1. Women prioritize trustworthiness in men above all else

*"Trustworthiness isn't just about whether or not you are a player or, if you're in a long-term relationship, whether or not you've ever been..."*

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# Mans Guide To Advertising For A Woman

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\_\_\_\_\_ Brands profit by telling women who they are and how to be Now they ve discovered feminism and are hell bent on selling fempowerment back to us But behind the go girl slogans and the viral hash tags has anything really changed In Brandsplaining Jane Cunningham and Philippa Roberts expose the monumental gap that exists between the women that appear in the media around us and the women we really are Their research reveals how our experiences wants and needs in all forms are ignored and misrepresented by an industry that fails to understand us They propose a radical solution to resolve this once and for all an innovative framework for marketing that is fresh exciting and at last sexism free \_\_\_\_\_ If you think we ve moved on from Good Girl to Go Girl think again Professor Gina Rippon author of The Gendered Brain An outrageously important book Erudite funny and deeply engaging with no condescension or bullshit Dr Aarathi Prasad author of Like A Virgin This book has the power to change the way we see the world Sophie Devonshire CEO The Marketing Society and author of Superfast      Ad Women Juliann Sivulka,2012-12-27 Following three key periods in the history of American advertising which represent eras of major social change this work describes how the recognition of women as primary consumers has resulted in the hiring of more women to promote products for this target audience      Advertising & Selling ,1928

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