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Enter to Win 'Sellsation: How Companies Can Capture Today's Hottest Market: Women Business Owners and Executives'

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Sigmund Freud and John Gray have already established the primary dissimilarities between men and women. Marketers around the world realize that they need to customize their tactics accordingly.

So, why should we listen to Leslie Grossman's suggestions on offers to the fairer sex? Well, she makes an extremely important distinction: Not all women are created equal.

High-powered business executives operate on a different level. Because their lives are so filled with action that requires their constant attention, professional women feel a need for communities of other busy business owners to whom they could relate.

Companies that realize this simple yet effective truth profit tremendously. Microsoft stresses relationship building by organizing golf training events. They know that female business owners value learning opportunities and will repay the company by investing in it.

Grossman follows her own advice in her work with Women's Leadership Exchange, an organization she co-founded, and with B2Women, a consulting firm she formed to reach out to female executives. Learn about her seven-step strategy and find out what the acronym C.R.E.A.T.E.S. stands for.

Grossman donated five copies for Sherpa to give away. Toss your name into the hat here to try for one.

<http://sherpa.bookoffer.sgizmo.com>

(Ends 08/14/06)

Winners of last week's giveaway are...

These five lucky marketers will get their own copies of 'Advanced Email Marketing,' by Jim Sterne:

- Nagapriya Asuri, e4e, santa clara, CA
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- Bob Turner, Goldshield, Peterborough, UK
- Tina West, Moxie Interactive, Atlanta, GA

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Every week we briefly review a new book on marketing, advertising and/or PR. If you think the book sounds interesting, you can enter your name to try to win one of five free copies the author donated for us to give out. (It's a free publicity ploy for book authors that benefits the marketing community.)

Anyone in the world can win a book giveaway (winners are chosen randomly), but you must be a marketing, PR, or advertising professional to enter. We announce the winners' names every week, and ship your book to you via Priority Mail immediately with our compliments.

Authors -- if you've written a book you think we should run in the Giveaway, let us know. Yes, it's a free service. Here's how it works:

Mail one (1) review copy of your book along with official publication date and your contact info to: Book Contest, MarketingSherpa Inc 499 Main Street Warren RI 02871 US. Or email to [bookgiveaway\(at\)marketingsherpa\(dot\)com](mailto:bookgiveaway(at)marketingsherpa(dot)com)

MarketingSherpa's editors will look over the book. If it fits our criteria (it's a *real* book that's relevant to experienced marketing professionals) and we think it's a pretty good read, then we'll contact you to get four more copies and schedule it for the Giveaway. Then sit back and bask in your enhanced fame!

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