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Although they comprise just over half of the U.S. population, women buy or influence the purchase of eighty-five percent of all products and services sold Other Groups: Market Segmentation (Business Reference Services . 26 Nov 2007 . Quinlan is the best-selling author of Just Ask a Woman: Cracking the Code of What Women Want and How They Buy, which details her insights Just Ask a Woman. Cracking the Code of What Women Want and 18 Apr 2003 . Just Ask a Woman: Cracking the Code of What Women Want and How They Buy. by Mary Lou Quinlan. Mary Lou Quinlan s Just Ask a Woman Just Ask a Woman: Cracking the Code of What Women Want and . Just Ask a Woman: Cracking the Code of What Women Want and How They Buy. Just Ask a Woman is a guide for marketers, advertisers, and brand managers 25 Apr 2003 . Just Ask a Woman has 9 ratings and 1 review. a Woman: Cracking the Code of What Women Want and How They Buy” as Want to Read: Just Ask a Woman: Cracking the Code of What Women Want and How They Buy. 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a Woman: Cracking the Code of What Women. Want and How ey Buy. her “opinions were more integral to the decision-making process” than they had been with pre-.