

# GeNDeR Studies Program presents



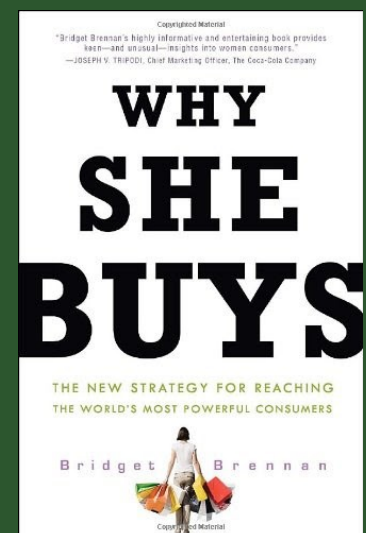
## Book Club Discussion

Q & A with Bridget Brennan

Author of *Why She Buys*

Women are the engine of the global consumer economy. They drive between 70 and 80 percent of household consumer spending with their buying power and influence. They hold the purse strings, and when they've got as tight a grip on them as they do now, companies must be shrewder than ever to win them over. In a lively discussion based on Brennan's acclaimed book, *Why She Buys* (called "essential reading" by the Wall Street Journal), attendees will examine the latest trends driving women's purchasing patterns, how to define the "female factor" through culture and sociology, and how brands can engage women consumers without alienating men.

Bridget Brennan is the world's leading expert on marketing and selling to women. She is the CEO of strategic consultancy, Female Factor and the Author of *Why She Buys*. Brennan is a contributing writer for Forbes on women consumers, and speaks globally on the subject. She was recently named a "Woman to Watch in Retail Disruption" for 2016 by Remodista, and is currently at work on her second book. Brennan is based in Chicago, the headquarters of Female Factor.



**Thursday, April 14**

**12-1pm**

**119 O'Shaughnessy**

**Free lunch and copies of book to first 30 attendees**

**RSVP by April 1**

**Email: [gender@nd.edu](mailto:gender@nd.edu)**



**Gender Studies Program**

325 O'Shaughnessy Hall

[Genderstudies.nd.edu](http://Genderstudies.nd.edu)

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**Open to Students, Staff and Faculty**

**Expires 04/15/16**