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### 'Women and Books 2007 National Study' Launched in Concert With International Women's Day

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PHOENIX, March 6 /PRNewswire/ -- Over the past 52 weeks, fewer than 15 percent of the books on the New York Times non-fiction bestseller list were authored by women. Industry experts estimate that nearly 70 percent of non-fiction books are purchased by women. This disparity led Content Connections () and eWomenPublishingNetwork (

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"We are interested in hearing from all women who read and talk about non-fiction books, especially those who can envision themselves as authors -- from top-level managers at Fortune 500s to stay-at-home moms," said David Brake, co-author of the survey and CEO of Content Connections Inc. "With 152 million women in the U.S., we think they are woefully underrepresented on non-fiction bestseller lists."

"The purpose of this survey is two-fold -- to understand how women choose to buy and give books, and how an understanding of the publishing process may be hindering aspiring women authors in their quest to get published successfully," added Jan. B. King, the other survey author and founder of eWomenPublishingNetwork. "It is only fitting that we launch this survey on International Women's Day so women's voices can be heard and create a lasting legacy in books."

The "Women and Books 2007 National Study" will help: \* Publishers focus on the unique preferences, needs, and behavior of female book buyers. \* Booksellers better understand how and why women buy and recommend books. \* More women adopt a successful strategy for becoming published authors.

Every participant will receive a complimentary copy of the Women and Books 2007 Report, and will be entered into a drawing to win one of twenty \$100 specialty retail gift certificates to be awarded after the close of the survey. Study results will be announced during Book Expo America, held in New York City from May 31st to June 3rd, 2007.

About Content Connections:

About eWomenPublishingNetwork:

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