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WEDNESDAY, MAR 07

What Do Women Think About When They Think About Non-Fiction?

It's estimated that women are responsible for nearly 70 percent of the non-fiction book purchases in America, yet only 15 percent of the *NYT* non-fiction bestsellers were written by women. [Content Connections](#) and [eWomenPublishingNetwork](#) are trying to figure that out, so they've created [a survey for women about their non-fiction habits](#). "The survey focuses on non-fiction books that female readers buy for themselves, give to others, and receive from family, friends and professional associates," according to the press release. "It also explores the factors that influence women's decisions to buy, give or read a book."

That takes care of the goal for Content Connections, a consulting firm that supplies publishing clients with information on public tastes. But what about eWomenPublishingNetwork, a company that "helps women who want to become non-fiction authors write marketable books"? Well, they're trying to figure out what women authors need to know about the whole publishing process so they can start landing book deals. As an added incentive to get women, be they authors or readers, to supply them with data, the two firms have kicked in for \$2,000 in gift certificates to be handed out by random drawing.

Posted by Ron | 11:11 AM | [New & Upcoming](#)

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When They Think About Non-Fiction?**, to a friend.

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Five Days, Five Chapters.

This week:

The Pearl of the Orient

By Danielle Trussoni

Author of *Falling Through the Earth*,

A *New York Times* top-10 book of 2006



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