



In the end it's always about the people we work with

Search Network:  Search

RSS Feed: Subscribe What's this?

Enter email below to subscribe:  Subscribe What's this?

Sponsor this blog

**KNOW MORE MEDIA**  
All Business. All the Time.

**Free Online Visibility for your Company!** **GO NOW** **BIZZspotlight**

MAR 7

Online Survey Launched to Study Women and Their Relationship to Books

COURTESY OF PRWEB \* [View other releases](#)

Ads by Goooooogle

Advertise on this site

**Free Network Management**

Download our Free Network Management Software Now!  
[www.spiceworks.com](http://www.spiceworks.com)

**Network Marketing News**

Free Report Uncovers Painful Truth About Network Marketing For 2007  
[www.GPTmodel.com](http://www.GPTmodel.com)

**Social Network Platform**

Social networking, blogs, chat, groups, polls, and more.  
[www.leveragesoftware.com](http://www.leveragesoftware.com)

PHOENIX, AZ (PRWeb) March 7, 2007 -- Over the past 52 weeks, fewer than 15 percent of the non-fiction books on the New York Times 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

([www.contentconnections.com](http://www.contentconnections.com)) and eWomenPublishingNetwork ([www.ewomenpublishingnetwork.com](http://www.ewomenpublishingnetwork.com)) today to launch a national, comprehensive study on the reading, recommending and book buying habits of women. The study also investigates the factors that can help more women become successful, published authors.

"Women and Books 2007 National Study" online survey is available from March 8th, International Women's Day (since 1909, a global day to connect women around the world and inspire them to achieve their full potential), through Mother's Day on May 13th. Women from all walks of life are encouraged to participate in the online survey at [www.WomenAndBooks2007.com](http://www.WomenAndBooks2007.com).

The online survey focuses on non-fiction books that female readers buy for themselves, give to others, and receive from family, friends and professional associates. It also explores the factors that influence women's decisions to buy, give or read a book.

"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're woefully underrepresented on non-fiction

ADVERTISE

[Advertise here](#)

RECENT COMMENTS

GOOGLE ADSENSE

Generate revenue from your website with **Google AdSense.**

Ads by Goooooogle

**Network Marketing**

Serious Entrepreneurs Wanted For Top Tier Network Marketing Opp.  
[www.UltimateIncomeOpp.com](http://www.UltimateIncomeOpp.com)

**Redaction Software**

Automated, Rules-Based Redacting, TIF/PDF formats, Auto Index/Docket  
[www.csisoft.com](http://www.csisoft.com)

**Network Security System**

Network Security System Savings! For Security Systems Start Here.  
[Industrials.AlltheIndustrials.com](http://Industrials.AlltheIndustrials.com)

**Free Grants for Women**

Billions from the government and foundations sit unclaimed. (GH2)  
[www.equalitygrants.com](http://www.equalitygrants.com)

**Online Mom Community**

The fastest growing Moms network. Get advice, share photos and more.  
[www.CafeMom.com](http://www.CafeMom.com)

Advertise on this site

TOPICS

[About PeopleJungle Author Profile FAQs](#)

KNOW MORE MEDIA - SOCIETY

- [Quilting And The Internet. A Behind the Scenes Report About The Filming Of "The Quilt Show" With Alex Anderson and Ricky Tims \[QuiltersBuzz\]](#)
- [QuiltSoup's Barbara Jones Debuts Fabric Line Called "Ellery" This Spring..Here Is A Sneak Peek \[QuiltersBuzz\]](#)
- [Read This "Behind The Scenes" Report On The Filming Of Ricky Tim's and Alex Anderson's, "The Quilt Show"...Gregory Case Is A Roving Reporter \[QuiltersBuzz\]](#)
- [Day Z Dozen Blog Hop Is Under Way...Hop On Over and See Whats Up \[QuiltersBuzz\]](#)
- [Organize Your Fabric Stash With This Nifty Gadget \[QuiltersBuzz\]](#)

KNOW MORE MEDIA NETWORK

- [View Network Map](#)
- [Network Feed List \(OPML\)](#)
- [Know More Media Network Feed](#)

\*[Writers Needed](#)

[Advertising/Branding](#)

[AdHurl](#)  
[BrandingPost](#)  
[YourIndividualBrand](#)

**Accounting/Tax**  
[DoubleLedger\\*](#)

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.

To complete the approximately 25 minute "Women and Books 2007 National Study," go to [www.WomenAndBooks2007.com](http://www.WomenAndBooks2007.com)

About Content Connections:

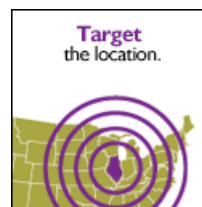
Content Connections ([www.contentconnections.com](http://www.contentconnections.com)) is an independent publishing services and consulting firm. Each year they implement hundreds of surveys, focus groups, and organize online review panels for some of the largest publishers in the world. They are dedicated to helping authors and publishers create content that connects.

About eWomenPublishingNetwork:

eWomenPublishingNetwork ([www.ewomenpublishingnetwork.com](http://www.ewomenpublishingnetwork.com)), the number one resource and advocate for successful, women authors, helps women who want to become non-fiction authors write marketable books, and women who are already authors create spin-off or additional products and promote them effectively.

Editor's Note: For more information, go to the study's online press room at [www.WomenAndBooks2007.com/pressroom](http://www.WomenAndBooks2007.com/pressroom).

###



SUBSCRIBE

[Subscribe](#)  
[What's this?](#)

Prefer Email?  
Subscribe below -

Enter your Email:

Powered by [FeedBlitz](#) [What's this?](#)

**22** readers  
BY FEEDBURNER

SPONSORED LINKS

[Try Text Link Ads](#)

CURRENT NEWS

[Press Releases](#)

RESOURCES

- [Bookmark this Page](#)
- [Write for us](#)
- [About us](#)
- [Team](#)
- [Contact](#)
- [Subscribe](#)
- [Advertise](#)
- [Network Map](#)
- [Privacy](#)
- [Disclaimer](#)

SUPPORT THIS BLOG

ARCHIVES

- [Archives Main](#)
- [May 2006](#)

BLOGROLL

[Powered by MT Blogroll](#)

- [Aerospace/Airlines](#)  
[TheAirlineHub](#)
- [Automotive](#)  
[AutoMill\\*](#)
- [Business](#)  
[BIZZspotlight](#)  
[KnowMoreMedia](#)  
[Business Overview](#)
- [Business Humor](#)  
[AManWalksIntoAnOffice](#)
- [Communications](#)  
[BestBizCom](#)  
[TelcomSwitchboard\\*](#)
- [Construction/Engineering](#)  
[ALicenseToBuild\\*](#)
- [Consultants](#)  
[AnalyzeThisBusiness](#)
- [Customer Service](#)  
[BPOtiger](#)  
[CallCenterScript](#)  
[CustomersAreAlways](#)  
[HelpDeskNotes](#)
- [Education](#)  
[TheBizofKnowledge](#)  
[TheBizClass\\*](#)
- [Entrepreneurs](#)  
[BizCradle](#)  
[BizImpresario](#)  
[EntrepreneurEvolution](#)  
[LoneWolfTracks](#)
- [Ethics](#)  
[ItsBadBusiness](#)  
[CoreCharacter](#)
- [Fashion/Apparel](#)  
[TheRunwayScoop](#)
- [Finance/Banking](#)  
[BizCreditPolicy](#)  
[LeasingNotes](#)  
[MidMarketMaven](#)  
[TheInsurancePolicy](#)  
[CommoditiesJournal\\*](#)  
[EnablingAngels\\*](#)  
[GrowYourFunds\\*](#)  
[LendingLeaves\\*](#)  
[MortgageVox\\*](#)  
[VCSmart\\*](#)  
[WithinTheVault\\*](#)
- [Franchise/Networking](#)  
[MultiLeveler](#)
- [Gadgets/Electronics](#)  
[BizToolbelt](#)  
[OfficeStuffer\\*](#)  
[TheElectronFiles\\*](#)
- [Government/Politics](#)  
[ElephantBiz](#)  
[PoliticalFunnyBone](#)  
[TheDemoMemo\\*](#)