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## Online study targets women and books

March 14, 2007

STORYCHAT: Post Comment

If you're a woman who enjoys purchasing and reading nonfiction books, the Women and Books 2007 National Study wants to hear from you.

The online study, available now through May 13 at [www.womenandbooks2007.com](http://www.womenandbooks2007.com), focuses on nonfiction 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.

The purpose of this study is to help:

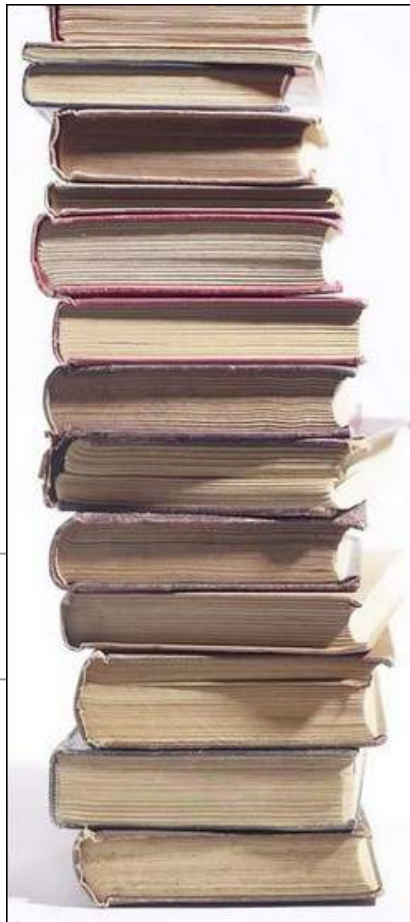
- Publishers focus on the unique preferences, needs and behavior of female book buyers.
- Booksellers better understand how and why women buy and recommend books.
- Women adopt a successful strategy for becoming published authors.

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 20 \$100 specialty retail gift certificates to be awarded after the close of the survey. Study results will be announced during Book Expo America in New York City from May 31 to June 3.

-- PR Newswire

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