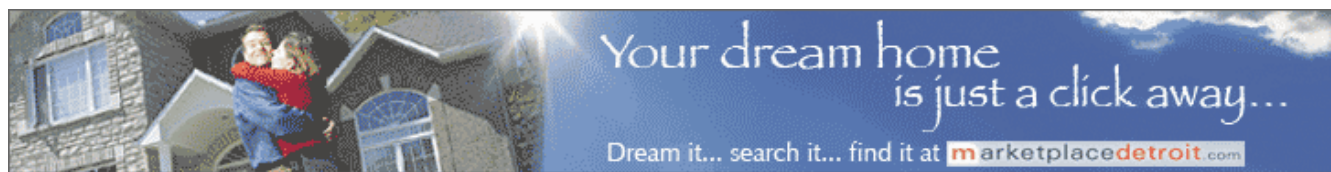


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## Call for readers: Women and Books 2007 National Study



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Posted: Thu Mar 08, 2007 7:50 pm    Post subject: Call for readers: Women and Books 2007 National Study [quote](#)

Joined: 06 Aug 2004  
Posts: 9

Ever wonder why few bestsellers are penned by women, even though most books are purchased by women? A new study is working to investigate just this. All women are encouraged to participated in a landmark effort to investigate how:

1. Publishers draw conclusions on positioning books to women and consider more women authors for their product lines
2. Bookstores develop specific marketing to appeal to women as book buyers
3. Women understand resources that can help them become successfully published authors

Find the on-line survey at [womenandbooks2007 dot com](#)

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Page 1 of 1

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