



Translating *her* mindshare  
into *your* marketshare

## press release

### **White Paper Answers the Question - Can Female Managers be the Solution to Higher ROI?**

Minneapolis, MN., December 19, 2004 -- In a white paper titled, "Women Friendly = Global Friendly", Terri Whitesel, President of Interpret-Her™ addresses female attributes which match the new managerial skills required to stay competitive in a global economy. Not only does the global and wireless world aspect require a different skill level, female consumers and B2B buyers now control trillions in spending. Learning how to balance both can directly affect the ROI (Return on Investment). "Women managers could be key product and service differentiator, besides coming preprogrammed to work effectively in the new environment," states Ms. Whitesel, "they naturally will make decisions that are more in line with how the majority of women think and buy". (Copies of the full whitepaper can be found on [www.interpret-her.com](http://www.interpret-her.com)).

What's driving this? "Besides working in a wireless world, for the first time in economic history, American women are being recognized for their position as the key buyers or influencers in markets as diverse as electronics to financial services," states Ms. Whitesel. "That economic force is causing a major market shift in all forward thinking companies, in how they design, package, promote, and support their products and services. By tapping the minds and emotions of their own female employees, they'll align themselves more quickly to the new environment and customer. Women excel in these areas doing professionally what they've always done personally - fostering relationships and staying connected", concludes Ms. Whitesel.

About the Company: **Interpret-Her™** is a hands-on consultancy providing corporations with practical solutions for marketing to women.

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