



Buying For Impact: How to Buy From Women and Change Our World

Elizabeth A. Vazquez, Andrew J Sherman

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Whether you're a woman who wants to grow your business or you're wondering how to leverage and support this growing market, BUYING FOR IMPACT How to Buy from Women and Change Our World has the answers you need now.

The ultimate guide to doing business with millions of entrepreneurial women around the world.

The shape of the planet's marketplace has been changed completely by forces of political and demographic change. Where once women were sidelined in the global marketplace, now they are at the heart of it all. In places as remote as Bangladesh and Mali and as familiar as Paris and New York, businesses owned and managed by women are carving out a vibrant and thriving place in the 21st-century economy.

In this book, you'll find all that you need to know to understand how this hidden market works, not only for women in business, but for everyone. Above all, you'll learn more about how to foster its growth for a more sustainable future. Whether you're a woman who wants to grow your business or your wondering how to leverage this growing market, BUYING FOR IMPACT, How to Buy from Women and Change Our World has the answers you need now.

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