What’s driving the market failure with women investors? Andrea Turner Moffitt, a leading thinker on women and investing, cracks the code on how to fully harness the power of the purse offering rich data, real-life stories and a roadmap full of tactics for advisors and firms intent on winning the biggest growth market: women.

“The rising financial power of women may be the most important demographic trend of the next 20 years. Andrea Turner Moffitt presents a compelling case for the new thinking that will be required to understand this emerging generation of women investors – how to serve them and win their trust.”

- Gregory J. Fleming, President, Morgan Stanley Wealth Management and Morgan Stanley Investment Management

**HARNESS THE POWER OF THE PURSE**

*Winning Women Investors*

*Rare Bird Books*

Using a wealth of hard data—including findings from nationwide surveys and dozens of focus groups with female investors—thought leader on women and investing Andrea Turner Moffitt reveals compelling insights on the female investor market with a convincing case on what it takes to serve women differently. She also draws on in-depth interviews with top advisors and a selection of forward thinking leaders to reveal how they are spearheading innovative solutions.

**HARNESS THE POWER OF THE PURSE** deepens the business case and draws a nuanced portrait of female investors in the US, UK and Asia (India, China, Hong Kong, and Singapore). Turner Moffitt details key decision-making factors: women’s confidence, acumen and risk. Then lays out a strategy whereby individual advisors and wealth management leaders can win women’s trust and loyalty as investors.

Change must happen at two levels, she argues: firm culture and advisor behaviors on the frontlines. Her **six-part roadmap offers advisors** a wealth of tangible tactics. The book also details a **three-part roadmap for firms** on how to build inclusive cultures, develop winning women and win with women in the market.

Whether you’re an advisor looking to distinguish your practice or a firm leader committed to building gender smarts, **HARNESS THE POWER OF THE PURSE** is a vital resource for turbo charging growth and closing the gap with women.

Order your copy today from Amazon.com or Barnes & Noble
Harness the Power of the Purse – Book Background

Who’s in charge of the world’s wealth?

Increasingly its women, a fact not lost on the financial services industry. But the industry has yet to harness the power of the purse: more than half the wealth that women control worldwide goes unmanaged.

In this practical book, Andrea Turner Moffitt explains why: women differ from men and, in six key markets, from each other in terms of what they want from wealth and how they make investment decisions. Drawing on her experience working on Wall Street as well as on extensive research conducted with Sylvia Ann Hewlett at the Center for Talent Innovation, Turner Moffitt draws a nuanced portrait of female investors in the US and UK as well as in Asia (India, China, Hong Kong, and Singapore). She details key decision making factors when it comes to women’s confidence, acumen and risk.

Turner Moffitt then lays out a strategy whereby individual advisors and wealth management leaders can win women’s trust and loyalty as investors. Change must happen at two levels, she argues: in the culture of firms, and in the behaviors of advisors on the frontlines. Her six-part roadmap offers advisors a wealth of tangible tactics. The book also details a three-part roadmap for firms derived from CTI research and work with clients such as Charles Schwab, Fidelity, Goldman Sachs, Morgan Stanley, Standard Charter and UBS, and makes clear how industry leaders might

- Build inclusive cultures
- Develop winning women
- Win with women in the market

Whether you are an advisor looking to distinguish your practice or a firm leader committed to building gender smarts on the inside and out, Harness the Power of the Purse: Winning Women Investors is a vital resource for turbo charging growth and closing the gap with women.
Andrea Turner Moffitt is a senior vice president at the Center for Talent Innovation (CTI) and managing director at Hewlett Consulting Partners. She co-authored CTI’s global study on female investors last year and recently published *Harness the Power of the Purse: Winning Women Investors*. Turner Moffitt specializes in issues relating to female investors and consumers, leadership development, diversity and social impact making her a sought after resource for companies building talent and business strategies to realize growth opportunities in diverse markets. She’s the co-founder of Wealthrive, Inc. a start-up platform inspiring and empowering women to be confident investors. With a decade of experience on Wall Street in investment banking and asset management, Turner Moffitt worked globally at Citibank and, earlier in her career, she helped build a hedge fund and financed high growth technology companies. An honors graduate from Columbia Business School and the School of International and Public Affairs, she earned her BA from Tulane University. She is the Co-chair of Columbia Business School’s Social Enterprise Alumni Circle, a board member of Tulane University’s Center for Engaged Learning and Teaching and is a term member of the Council on Foreign Relations.