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Whole Truth And What Marketers Can Do About It
By Jen Drexler, Mary Lou Quinlan**

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Tracy Chapman, small business expert, on small business -

A Principal at Just Ask a Woman and co-author of the agency's new book What She's Not Telling You: Why Women Hide the Whole Truth and What Marketers Can Do About It.

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jen drexler -

Previously she was the co-founder of Just Ask a Woman and co-authored "What She's Not Telling You: Why Women Hide the Whole Truth and What Marketers Can Do About It."

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