



Find a Husband After 35: (Using What I Learned at Harvard Business School)

By Rachel Greenwald

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Fate is late! For women 35 to 95, it's time to get proactive if you want to find a husband. The rules for finding the right mate change later in life, as there are fewer eligible men and fewer opportunities to meet them. Now successful dating coach Rachel Greenwald shares her proven 15-step action program based on simple marketing tactics she learned at Harvard Business School. These innovative and smart tactics will empower any woman to find a husband quickly and efficiently—and not just any husband: a wonderful husband.

In this practical no-nonsense guide, Greenwald tells women how to **package** their assets, develop a **personal brand**, leverage **niche marketing**, use **direct mail** and **telemarketing** to get the word out, establish a husband-hunting **budget**, and hold quarterly **performance reviews** to assess the results. She also shows women how to use these strategies in the world of **online dating** and how to avoid common pitfalls. Greenwald's 15 steps form a unique and effective plan for any woman who wants to jump-start her dating life and enrich her portfolio of potential husbands.

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Editorial Review

From Publishers Weekly

It is difficult to say what exactly is "simple" in this step-by-step plan for finding a "wonderful man" in 12 to 18 months. It certainly is not the part where Greenwald instructs the participant to call every person she knows—from her doctor to her ex-boyfriend—and make known her commitment to finding a mate. However, this Harvard graduate maintains that her program works for most of her clients as long as all the steps are implemented faithfully. Although it can be time-consuming, financially taxing and sometimes nearly humiliating, this approach will achieve the desired results, the author says. Drawing upon her marketing expertise as well as her experience with clients, Greenwald teaches the reader to always put her best foot forward, be willing to compromise on her ideals in a man and take rejection in stride. The book takes a reactionary, conservative approach to dating: she emphasizes the importance of femininity and of letting the man make the first move; "men are usually more attracted to women in skirts than in pants... literally as well as figuratively." Exploring all the options available to singles, including online dating, singles events, community programs, even changing everyday habits (i.e., going to Starbucks instead of drinking coffee at home and shopping at the supermarket instead of the grocery store down the block), Greenwald covers all the bases and provides a thorough program for dedicated women who have made a priority of finding that special someone.

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Review

"Want a spouse? Read this book!"

—*Fortune*

"Within two weeks of trying Rachel's strategies, [I'm] now juggling so many suitors that I've started a 'man-agement' diary."

—*O* magazine

"Greenwald is the hottest thing to hit the dating scene since *Sex and the City!*"

—*The Observer* (London)

"Dating diva Rachel Greenwald [delivers] an espresso shot of practical advice."

—*Rocky Mountain News*

"May be the most pragmatic set of dating rules yet."

—*New York Post*

From the Inside Flap

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Users Review

From reader reviews:

Ryan Pearson:

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Deborah Rost:

This book untitled Find a Husband After 35: (Using What I Learned at Harvard Business School) to be one of several books that will best seller in this year, that's because when you read this guide you can get a lot of benefit upon it. You will easily to buy that book in the book shop or you can order it through online. The publisher of this book sells the e-book too. It makes you quickly to read this book, because you can read this book in your Cell phone. So there is no reason to you to past this publication from your list.

Mathew Casillas:

A lot of people always spent their very own free time to vacation or perhaps go to the outside with them family or their friend. Are you aware? Many a lot of people spent they will free time just watching TV, as well as playing video games all day long. If you need to try to find a new activity that is look different you can read a new book. It is really fun to suit your needs. If you enjoy the book you read you can spent all day

every day to reading a e-book. The book Find a Husband After 35: (Using What I Learned at Harvard Business School) it doesn't matter what good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. In case you did not have enough space bringing this book you can buy the e-book. You can m0ore simply to read this book from the smart phone. The price is not very costly but this book features high quality.

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