



# Harness the Power of the Purse: Winning Women Investors

*Andrea Turner Moffitt*

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## **Harness the Power of the Purse: Winning Women Investors** Andrea Turner Moffitt

Women in the US exercise decision-making control over \$11.2 trillion of investable assets and 62% of women in the US, UK, China, Hong Kong, Singapore, and India identify as the primary source of household assets. Yet, a majority (53%) of female wealth in these markets is unmanaged by an advisor and, according to new research from the Center for Talent Innovation (CTI), closing the gap will require, in part, correcting industry perceptions of women as a monolithic market. The book, *Harness the Power of the Purse: Winning Women Investors*, draws a nuanced picture of female investors around the world.

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