

# Megatrends for Women

Patricia Aburdene  
& John Naisbitt



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& John Naisbitt

*Authors of Megatrends and Megatrends 2000*



## Advance praise for *Megatrends for Women*

"*Megatrends for Women* will empower women as they have never been empowered before. It is the state of the art of women in American society."

—FRANCES LEAR  
Publisher, *Lear's* magazine

"An eye-opener! Aburdene and Naisbitt show that the women of this country are the powerful resource necessary to keep our country competitive."

—JACK KUEHLER  
President, IBM Corporation

"I love *Megatrends for Women*. It's a powder keg! It is going to have extraordinary impact. It brings such focus and clarity to where we are and where we are going. It is profoundly empowering."

—BARBARA GROGAN  
CEO, Western Industrial Contractors

"Excellent and insightful. Aburdene and Naisbitt show how women are revolutionizing American society."

—U.S. REPRESENTATIVE PATRICIA SCHROEDER

"[Offers] extraordinary insight into the future of women in America. *Megatrends for Women* is proof that we are beginning to break down the glass ceilings and give women the voice and the power that have for far too long been the exclusive privilege of men."

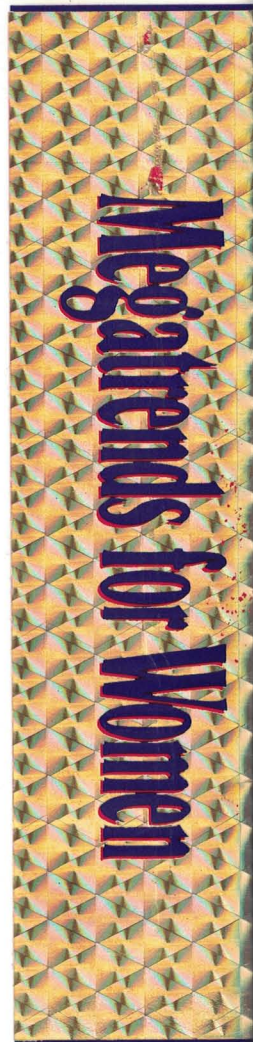
—GOVERNOR WILLIAM F. WELD  
Commonwealth of Massachusetts

"Once again, Aburdene's and Naisbitt's strong combination of prescience, clear thinking and stunning research will rivet the attention of the economic, political and social communities."

—CAROL ANDERSON TABOR  
Publisher, *Working Woman* magazine

"I was overcome with emotion reading *Megatrends for Women*, as it embodies the very values for which I have been working for thirty years. Embodies and, even better, emblazons!"

—SUSAN DAVIS  
CEO, Capital Missions Company



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& John Naisbitt



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# Megatrends for Women

for

Mary Anne

Patricia Aburdene

John Travis Citi

# **Megatrends for Women**

**Patricia Aburdene  
and John Naisbitt**



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Nora Pouillon of Nora's in Washington, D.C., and Boston's Michela Larsen of Michela's and Lydia Shire of Biba's are also part of the new wave of women chefs delighting the palates of discriminating new customers.

*Working Woman* lists caterer in its 1991 top 25 jobs list, noting companies will turn to caterers to create on-site functions to cut the cost of restaurant entertaining and capture tax breaks.

### Natural Groceries and the Microwave

"If it won't spoil, don't buy it, and if you can't pronounce an ingredient, don't eat it!" says Sandy Gooch of Mrs. Gooch's Natural Foods, one of the United States' largest natural-foods retailers with 1991 revenues of \$80 million. She has seven stores in the Los Angeles area. *The Wall Street Journal* called the chain a "Company for the Future."

Like many entrepreneurs, Sandy Gooch got into the business in 1977 to fill a personal need: she could not tolerate the chemical additives in processed foods and figured others must be reacting the same way. Although her objective was never just to make money, she says, "It never occurred to me that it wouldn't be successful."

Mary Anne Jackson, founder of My Own Meals, Inc., in Deerfield, Illinois, says, "The idea was staring me in the face." Like all mothers, Jackson needed convenient, healthy food for her children. So she knew there was a market for all-natural microwave dinners designed for kids. Today she owns a multimillion-dollar business growing *several hundred percent* a year, with substantial sales to the military and government. Her product is sold in 1,000 supermarkets in 15 states.

Jackson, 39, who is the mother of three, says women entrepreneurs still have a lot of trouble with venture capitalists. One man who was considering investing in her business asked Jackson, "What happens to my money if you get knocked up?"

Nevertheless, through Mary Anne Jackson's personal efforts, the company *has* attracted 80 shareholders who have invested \$2.5 million.

## 8. The Professions

### Blue Chip

Law and medicine are not new areas for women, but they continue to be promising career choices. Women earn 40 percent of law degrees and one third of M.D. degrees.



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Patricia Aburdene



John Naisbitt

September 28, 1992

Dear Mary Anne,

Our contribution to the "Year of the Woman" is *Megatrends for Women* and we especially want you to have this pre-publication copy. The first chapter describes the 10 reasons why women will succeed in politics and how the first woman president will be elected in the U.S. by 2008.

Yet our book's message is that women's triumphs extend far beyond this year's political headlines. From sports to religion, from business to the family, from fashion to the environment, women are transforming the world we live in by taking a stand and building a new social order. *Megatrends for Women* tells their story.

All the best,

Patricia

John

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