



This week, IFV News broadcasts from the [Investor Relations Group \(IRG\)](#).
[IFV News - Saturday, October 23, 2010](#)

Feature Story - Women's economic influence is growing. No longer a niche market, women are responsible for 83% of all consumer purchases. IFV News speaks with [Maddy Dychtwald](#) - Author of *Influence: How Women's Soaring Economic Power Will Transform Our World for the Better*, and Co-Founder & Senior VP of [Age Wave](#).



[IFV News: Maddy Dychtwald - The Growth of Women's Economic Power and Her New Book "Influence: How Women's Soaring Economic Power Will Transform Our World for the Better"](#)

To watch this interview, please go to: <http://www.ifvnews.com/video/ifv-news-maddy-dychtwald-the-growth-of-womens-economic-power-and-her-new-book-influence>