

Why Women Don't Get What They Deserve

by Stefano Spadoni, author of the book
"What Men Don't Want You To Know"

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I have studied hundreds of men and women to research how they interact with one another and with the society surrounding them. Consistently apparent to me: the ability of men to use a battle-proven marketing approach to life that gives them a definitive advantage over women. In today's world, men are at a great disadvantage in comparison to women.

For instance, in the USA (as in many other western countries) women:

- make up 52% of the population
- on average, live longer than men
- own more than 50% of the wealth of the country
- through pill and abortion, have full control of preventing procreation (meaning a man requires the consent and cooperation of a woman in order to have a baby)
- have equals rights under the law
- possess a highly desirable, widely acclaimed aspect of sexuality (men crave it so much that there is even a market for it, resulting in creating a sub-culture of what is touted to be the oldest profession in the world)
- live in a technological world where physical strength is no longer a factor of superiority.
- can vote since 1920 at the Federal level, earlier in some states.

So, why are men still in control of practically all political, judiciary, cultural, and financial institutions?

Why do women make less money working the same job and why don't many get what they deserve from life?

The old excuse that women cannot get what they want because they are discriminated by men does NOT explain it.

When a minority becomes the majority in an electoral district, they usually vote a representative belonging to such minority, while on the other end we have never had a woman elected President or Vice President.

Even if it happens in the near future, it will be just one woman in more than 20 elections since suffrage.

If the Supreme Court was representative of the electorate, it should have at least 4 women, or better 5.

So, my reasoning will be true even if we are going to have one woman President, please do not tell me we've seen a shortage of women looking to become president or justices!

But it is not just about politics, it is about money too. Women get less money for working in the same work arena doing the same thing.

The reason men are so successful is that they use proven marketing strategies in their lives in addition to using these "tricks of the trade" to control women, the majority of whom are not even aware of them.

It is derived from how we approach sex in our teen years based primarily on testosterone and from additional evolutionary and cultural factors.

Men and women grow up beside one another with a woman constantly thinking during her life, "Who would I like to have sex with?" while a man is constantly thinking, "Who can I afford to have sex with?" and to a larger degree, "How can I convince that woman to have sex with me?"



BaiLin and Stefano



Judy Nathan and Rudy Giuliani



Sirio Maccioni and friends

This creates, in men, a necessity to have an edge, to create and use marketing tools to get women, but these tools can be used also to succeed in other areas, including business.

In addition, because dating a woman is costly, power and money give a man a better chance with women. During their teen years, men are used to the concept of a "price to pay," women are not. She may even be offended by that very notion of that particular 'cause and effect' of having to 'pay' for an 'end' result of connecting in business, intimacy or otherwise. Therefore, for the majority of women, it is almost impossible to use such an effective marketing approach. Applying these concepts in their personal, sexual or working environs appears not possible.

A few examples of men's marketing techniques involve:

- convincing women that men are not so different with regard to sex drive, emotions, goals, and their way of thinking. In this way men diffuse one big advantage women have: sexuality. Convincing women that having sex with a man is a fair exchange, all the while knowing it is not.
- convincing women that they have to expose all they bring to the table, while men "fix" their "resumes" to appear suitable to women or offers they're seeking to pursue
- keeping women busy with little tasks mixed with a lot of emotional and sexual pressure, especially in their early years, so women wind up wasting their time making these men the center of their universe and miss the opportunity to plan their future and understand how much their self worth.
- creating "circles" of men, where men can exchange information, not only about women but also about business situations and help each other stay on top
- creating the illusion of a "cage" made of attention and (sometimes false) security disabling her from developing wings with which she can fly solo if that is/was her preference.

What can women do to react to these strategies and be fully in charge of their life?

Women can use the same techniques men use. This is what I teach in my individual consultations and in my seminars and classes, including my exclusive course featured at New York City's Learning Annex.

It is not always an easy task, because the first reaction from women when the 'learn' the truth is to resent men for what they are and the techniques they use to get what they want. Men are just being 'human' trying to get what they want using the best possible techniques to create the conditions that contribute to their happiness and ultimate success.

Because men are often in charge in many areas within our society, a woman must come to terms with this and those with whom prove to be successful if she wants to achieve her goals, whatever they are, and my book explains exactly how.

The few women who are aware of the marketing strategies used by men, end up incredibly successful. I am just helping more women to join the "club."