



# The Mom Factor: What Really Drives Where We Shop, Eat, and Play

*Nora Lee*

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## **The Mom Factor: What Really Drives Where We Shop, Eat, and Play** Nora Lee

Moms are the decision-makers when it comes to where their families will shop, eat, and go for fun. Tap into this large but often overlooked market by learning what attracts moms and keeps them and their families coming back.

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