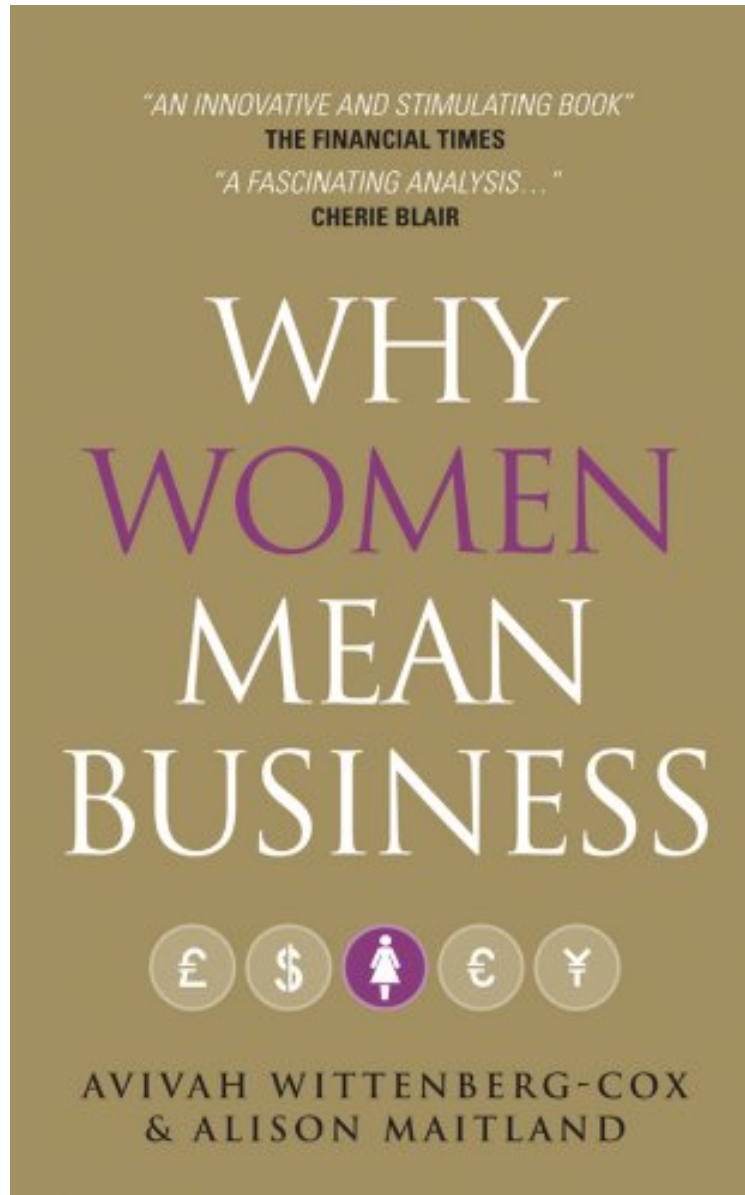


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Why Women Mean Business: Understanding the Emergence of our next Economic Revolution

Avivah Wittenberg-Cox, Alison Maitland
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0 of 0 people found the following review helpful. The right title should be "all the mistakes you have to avoid, if you

want a career!"By Flavio Tosi - Business ExplorationIf you read this book as a woman looking for inspiration and suggestions on how to ballance life and profession, have a better and recognized role in the society, and a support in making things change.... Avoid this book. You will get a drammatic analysis of what and why this does not works, and you already know it. But if you look at this book like a man, you get a detailed list of the mistakes and worst practices you can adopt to ruine your career. therefore is a must read for all the Young professionals entering the professional life, and want to avoid those mistakes that make you sacrifice life - without - achieving a career, be treated by people without a coscience, thefts, and egomaniacs as a tool to get results with the minimum effort, and ultimately by your peers as a nerd usefull to make the job done but to avoid for all the rest. or... decide that work as employee is not the best idea one can have. 0 of 0 people found the following review helpful. A Non-Feminist, Pro-Woman, Pro-Business Analysis of Gender + Workplace By T.J.H. Very helpful at explaining the dynamic between men and women in power, in the workplace. It explains how our innate abilities cause us to lead differently than men do without having a feminist tone. Men and women communicate differently, but still have to work together to get the job done and help the company grow. This books gives the historical background that sheds light on modern tendencies and how shows us how to overcome the obstacles blocking our success. 0 of 1 people found the following review helpful. Four Stars By teresa Ready for a newer version to come out this one was done a while back.

Never before has there been such a confluence of international attention to the economic importance of women and the need for policies to enable them to fulfil their potential. The position of women - as employees, consumers and leaders - is seen as a measure of health, maturity and economic viability. *Why Women Mean Business* takes the economic arguments for change to the heart of the corporate world. This powerful new book analyses the opportunities available to companies that really understand what motivates women in the workplace and the marketplace. Find out how companies that learn to adapt to women will be better able to respond to the challenge of an ageing workforce and the demands of the next generation of knowledge workers. The authors compare policies and approaches in countries around the world, that offer surprising and envious results. The optimisation of women's talents will boost the bottom line. Taking action to achieve this will require sustained courage and conviction from today's corporate leaders. Reading *Why Women Mean Business* will be an important first step.

From the Back Cover "....gives example after example of the price that we all pay for a situation in which women may hold the keys but men still control the locks"; The Times "What's especially valuable is the author's analysis of where companies go wrong in managing women...that's how it will help women in the workplace"; Harvard Business "Lays out the importance of retaining women in senior leadership positions"; Harpers Bazaar "Wittenberg-Cox and Maitland have opened new ground"; Management Today **WOMEN MEAN BUSINESS** They make up much of the market and most of the talent pool. Reaching women consumers and developing female talent is essential for sustainable economic growth in the 21st century. Studies show that better gender balance in business means better bottom line results and greater resistance to economic crises. So why are there still so few women in leadership roles in business? Why are companies struggling to respond to today's female consumer? Why is there a persistent pay gap between men and women around the world? *Why Women Mean Business* takes the economic arguments for change to the heart of the corporate world. Fully updated in paperback, the book shows why getting gender right matters - as much when the economy's bust as when it's booming. A must-read, packed with ideas from companies that have made it work, views from top business leaders and step-by-step guides to how we can all become gender bilingual. Avivah Wittenberg-Cox is CEO of the leading Gender Consultancy, 20-First. Alison Maitland is a journalist and commentator. She was previously Management Writer at the Financial Times. About the Author Avivah Wittenberg-Cox is CEO of 20-First, a leading gender consultancy, Publisher of 20-first.com and a global expert on how businesses can gender balance to get the best out of both halves of the talent pool and both halves of the market. She is also the founder and honorary president of the European Professional Women's Network, and a certified executive coach. Elle Magazine recognised her as one of the top 40 women leading change. She lives in France with her husband and gender balanced children (a son and a daughter). Alison Maitland is a journalist and commentator who has been writing about women and business for over a decade. She spent 20 years with the Financial Times, latterly as Management Writer. A regular conference speaker and moderator, Alison is a Senior Visiting Fellow at Cass Business School in London and directs The Conference Board's European Council for Diversity in Business. She lives in the UK with her husband and two daughters.