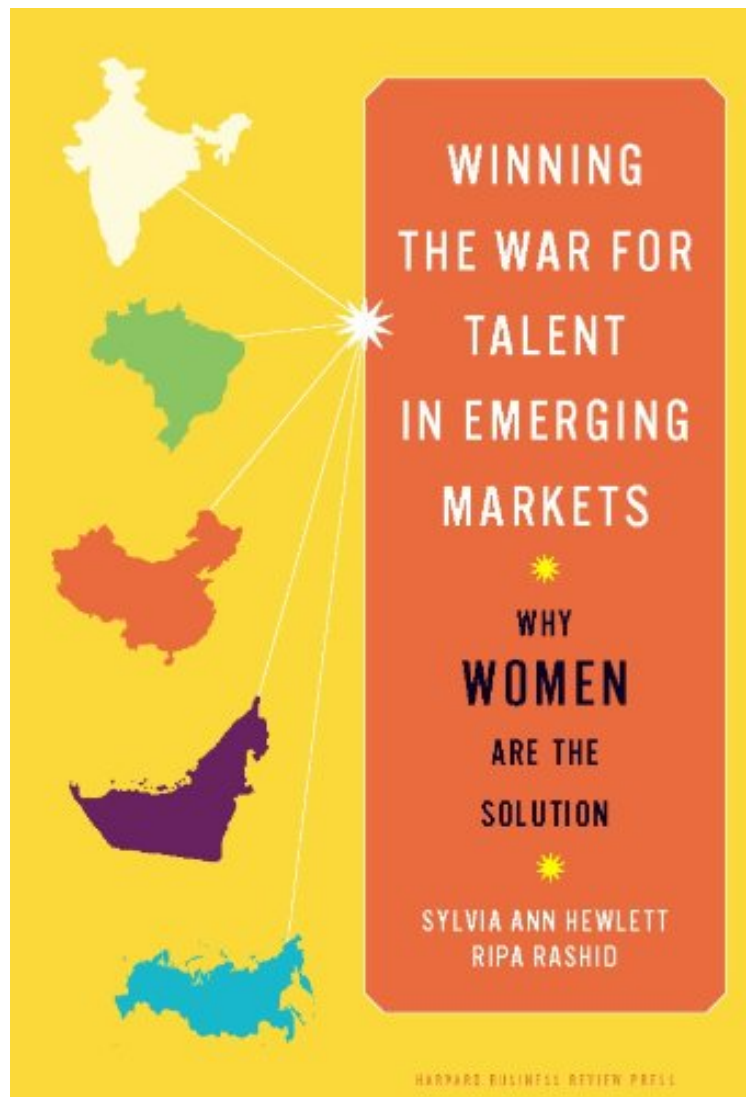


Winning the War for Talent in Emerging Markets: Why Women Are the Solution

Sylvia Ann Hewlett, Ripa Rashid

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Sylvia Ann Hewlett, Ripa Rashid : Winning the War for Talent in Emerging Markets: Why Women Are the Solution before purchasing it in order to gage whether or not it would be worth my time, and all praised Winning the War for Talent in Emerging Markets: Why Women Are the Solution:

1 of 1 people found the following review helpful. Great BookBy Catherine E. ShearerI'm fascinated by the impact women have on business, especially in the developing world.All too often, I'm disappointed when I buy a text. This time I was thrilled. The book is full of helpful information as well as explanations for behavior.Well worth a read for anyone interested in the BRIC countries.0 of 0 people found the following review helpful. Winning the War for

TalentBy ann langloisGreat book that identifies the behind the scenes situations and challenges that females encounter in the Developing World with particular emphasis on Dubai where literature is still challenging to identify. Studies are accurate and reflect literary trends. 0 of 1 people found the following review helpful. Culturally sensitive guide to recruiting talented female employees in emerging markets By Rolf Dobelli The prevailing stereotype of women in developing nations as victimized, submissive and unschooled is simply not true. In fact, women in Brazil, Russia, India, China (the BRIC nations) and the United Arab Emirates (UAE) are graduating from universities in growing numbers that rival and often surpass those of men. These educated women represent a rich talent pool for businesses looking to expand in emerging markets. However, females continue to face societal pressure and organizational discrimination in their cultures. Multinationals that help these women overcome cultural restrictions and biases that thwart their aspirations will gain access to a wealth of talent. Economist Sylvia Ann Hewlett and management consultant Ripa Rashid make a strong case for nurturing this highly qualified female workforce. getAbstract finds their research essential reading for managers looking to hire and operate in emerging economies.

The war for talent is heating up in emerging markets. Without enough brain power, multinationals can't succeed in these markets. Yet they're approaching the war in the wrong way bringing in expats and engaging in bidding wars for hotshot local managers. The solution is hiding in plain sight: the millions of highly educated women surging into the labor markets of Brazil, Russia, India, China, and the United Arab Emirates. Increasingly, these women boast better credentials, higher ambitions, and greater loyalty than their male peers. But there's a catch: Attracting and retaining talented women in emerging economies requires different strategies than those used in mature markets. Complex cultural forces family-related pulls, such as daughterly duties to parents and in-laws, and work-related pushes, such as extreme hours and dangerous commutes force women to settle for dead-end jobs, switch to the public sector, or leave the workforce entirely. In *Winning the War for Talent in Emerging Markets*, Sylvia Ann Hewlett and Ripa Rashid analyze these forces and present strategies for countering them, including: Sustaining ambition through stretch opportunities and international assignments Combating cultural bias by building an infrastructure for female leadership (networks, mentors, sponsors) Introducing flexible work arrangements to accommodate family obligations Providing safe transportation, such as employer-subsidized taxi services Drawing on groundbreaking research, amplified with on-the-ground examples from companies as diverse as Google, Infosys, Goldman Sachs, and Siemens, this book is required reading for all companies seeking to strengthen their talent pipeline in these rich and expanding markets.

Hewlett and Rashid make a powerful case that companies keen to recruit and develop these women should help them manage specific challenges they face, such as safety when travelling or responsibility for the care of ageing relatives the book offers useful lessons in how big business can do better. BusinessDay In *Winning the War for Talent in Emerging Markets*, [Sylvia Ann Hewlett and Ripa Rashid] debunk the stereotypes of the oppressed Arab woman, the bikini-clad Brazilian, the Bollywood heroine, and the adoring Asian wife, and focus instead on well-educated women determined to achieve in their careers. Global Business and Organizational Excellence this book is a fascinating examination of the lives of women in these very complex and fast-changing societies, and should appeal to anyone interested in attracting and keeping women employees who have different cultural and personal pulls than their male counterparts in every society. Jack Covert, 800 CEO READI highly recommend the thought provoking and well researched book to any business leaders who are actively recruiting and hiring talented employees in the developing world. This book demonstrates the competitive advantage that any company will discover by hiring and retaining the highly educated and ambitious women of the emerging economies. Wayne Hurlbert, Blog Business World