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Why Women Mean Business: AND How Women Mean Business

By Avivah Wittenberg-Cox, Alison Maitland

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Why Women Mean Business: AND How Women Mean Business, Avivah Wittenberg-Cox, Alison Maitland, This 2 in 1 set includes the internationally acclaimed bestseller Why Women Mean Business and the new follow-up book How Women Mean Business. Armed with both these books you will discover why business needs to change and how you can achieve a healthy and profitable balance. Understand the gender divide Balance your business for better bottom line results Find out how companies are implementing balance and making it work Praise for Why Women Mean Business .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 authors analysis of where companies go wrong in managing women. that's how it will help women in the workplace. Harvard Business Review Lays out the importance of retaining women in senior leadership positions. Harpers Bazaar Wittenberg-Cox and Maitland have opened new ground. Management Today Praise for How Women Mean Business A call to action for savvy executives. Lois P Frankel, PhD, bestselling author of Nice Girls Don't Get the Corner Office. Understanding the why of...



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