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Nota di contenuto	Why Women Mean Business; CONTENTS; FOREWORD; PREFACE; ACKNOWLEDGEMENTS; Chapter One: WOMENOMICS; Guarantors of growth; The strategic side of the gender divide; Opportunity cost; Valuing difference; Becoming "gender-bilingual"; Declining demographics is not destiny; 21st-century forces: weather, women, web; Chapter Two: MOST OF THE TALENT; The "talent wars" are here; Female brainpower; Under-used talent; The role of business schools; Tapping into the pool; Recruiting: attracting women; Retaining: the leaking pipeline; Promoting: return on investment; Building better boards Legislating solutions - the controversial quota Chapter Three: MUCH OF THE MARKET; Purchasing power - beyond parity; Female finances; Sex and segmentation; The many faces of marketing to women; Shut-your-eyes; Marginalise; Specialise; Prioritise; Chapter Four: BECOMING "BILINGUAL" What Companies Can Do; A fresh look at traditional approaches to gender; Equal and different; Diversity dilemmas; Recognise that "best" is biased; Surprising sectors; A new approach to gender; Understand the starting point; Personalise the conversation; Manage the metaphors - the power of vocabulary and vision

The building blocks of bilingualism 1 "Getting it": top management commitment; 2 Management bilingualism: proactively managing difference; 3 Empowering women: the knowledge and networks to succeed; 4 Banning bias: identifying and eliminating systemic bias from corporate systems and processes; Chapter Five: SEVEN STEPS TO SUCCESSFUL IMPLEMENTATION; Key success factors; 1 Awaken your leadership team; 2 Define the business case; 3 Let people express resistance; 4 Make it a business issue, not a women's issue; 5 Make changes before making noise; 6 Don't mix up the messages 7 Give it a budget, not just volunteers Chapter Six: CULTURE COUNTS: What Countries Can Do; Making bosses and babies; Best and worst: surprising results; Imperfect deal in America; Continents of contrast; Public policy pull, private sector push; Chapter Seven: FIGURING OUT FEMALES; What companies need to know about women; Discomfort with "politics"; Close Up: The conversations that matter; Careers are not linear; Phase 1: ambition; Phase 2: culture shock; Phase 3: self-affirmation; The lure of entrepreneurship; Alternative views of "power"; Sex, success and the media Change agents on their own terms Chapter Eight: TOMORROW'S TALENT TRENDS . . . TODAY: "Women-friendly" Means "People-friendly"; New models of work; Fathers count too; Technology as enabler; The value of "grey" brainpower; Making the most of the "Me" generation; The future is already here; Chapter Nine: CONCLUSION: From Better Business to a Better World?; New voices, new choices; New measures of success; A challenge for business; INDEX

Sommario/riassunto

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 fulfill 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
