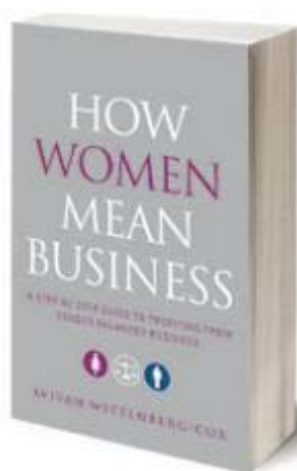


How Women Mean Business *A Step by Step Guide to Profiting from Gender Balanced Business*



“How Women Mean Business sets out a compelling blueprint for better business practices in the 21st century.”

Cherie Blair

“Understanding the why of gender balance is easy, the real challenge is implementing the how across a business. This book shows the reader how to do it, step by pragmatic step.”

John J. Harris, Chairman and CEO, Nestlé Waters

“How Women Mean Business is a must-read for any manager.”

Emilio Umeoka, President, Microsoft Asia Pacific

Until now, no book has offered companies a clear, pragmatic guide for creating more gender balanced approaches to business. While women have become the majority of university graduates (60%) and the majority of consumer goods purchasing decision-makers (80%) in countries around the globe, companies have struggled to adapt their policies and management to new, 21st century realities. A wealth of publications have described the problem, *How Women Mean Business* is the first book to focus on solutions.

Why Women Mean Business (2008) broke new ground with a compelling, fact-based illustration of *why* women represent a huge, global economic opportunity for business. It presented all the evidence proving that balance leads to more innovation and better bottom line performance. Leaders have now understood *why* it is important, but are still struggling with *how* to make it happen.

Avivah Wittenberg-Cox, CEO of the leading gender consultancy, 20-first, and a world authority on leadership, gender and business, points the way in four simple steps, providing guidance on how to bring about real change:

- **Audit** – Measure what you have done until now and where has it gotten you
- **Awareness** – Get managers to buy-in and understand why their business would benefit and what they have to do
- **Align** – Adapt the policies, processes and culture that make up the corporate DNA
- **Sustain** – Track improvements, maintain momentum, celebrate success

This lively, hands-on guide is packed with research and case-studies showing how some of the world’s biggest blue-chip firms have profited by balancing their businesses. It features the views and suggestions of a wide range of CEOs including Paul Bulcke of Nestlé, Jean-Pascal Tricoire of Schneider Electric, Feike Sijbesma of DSM, Michel Landel of Sodexo, Emilio Umeoka of Microsoft, among many others.





The book:

- Is the first to offer companies a clear, easily implementable road map for improving gender balance
- Explains why so many current approaches to gender have not worked and why we need new solutions
- Compares policies and approaches in companies around the world
- Offers male leadership and managers a step-by-step guide on how to use gender to drive their growth strategies, equipping them with the tools to adapt their connection to both talent and customers

In a nutshell, gender balance boosts the bottom line. ***How Women Mean Business*** is essential reading for any company that wants to attract, retain and promote the best talent, or to drive business growth with the huge purchasing power and economic clout of women worldwide. Are you ready?

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By Avivah Wittenberg-Cox

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About the author

Avivah Wittenberg-Cox is CEO of 20-first, one of the world's leading gender consultancies. 20-first works with progressive companies interested in diversifying their leadership teams and optimising both halves of the talent pool and both halves of the market – the female and male halves. 20-first works with CEOs, executive committees and managers to build gender 'bilingual' organisations. The firm's renowned Building Gender Balanced Businesses programmes and suite of online tools help companies harness the talent and market opportunities of the 21st century. More at www.20-first.com

She has spoken on leadership, marketing and talent management issues across the globe and she lectures at both INSEAD and HEC business schools. She has had articles, reviews and interviews published in a variety of publications including Harvard Business Review, International Herald Tribune and Financial Times. She is the Founder and Honorary President of the European Professional Women's Network (www.EuropeanPWN.net). Canadian, French and Swiss, she has been recognised by ELLE Magazine as one of the TOP 40 Women Leading Change.

Avivah is co-author with Alison Maitland of the enormously successful *Why Women Mean Business* which has sold over 10,000 copies. It was awarded the prestigious MANPOWER Best Book of the Year prize in 2009 and was selected as a business book of the year by Conference Board Review in 2010.

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