



Why Women Mean Business

By Avivah Wittenberg-Cox & Alison Maitland

Times Group Books, New Delhi, India, 2010. Softcover. Book Condition: New. First Edition. 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. Printed Pages: 252.



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