



Why Women Mean Business + How Women Mean Business Set

Avivah Wittenberg-Cox, Alison Maitland

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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 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**

“This book is the best overview of the extraordinary business opportunity women represent.” **Julie Gilbert, Founder and CEO, Wolf**

“How Women Mean Business is a must-read for any manager.” **Emilio Umeoka, President, Microsoft Asia Pacific**

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

“A must-read for any leader wanting to use gender differences as a strategic lever to develop their business.” **Jean-Pascal Tricoire, President and CEO, Schneider Electric**

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