



Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business

Lynn Cronin, Howard Fine

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Forty-five years after Betty Friedan's *The Feminine Mystique*, women have yet to achieve parity with men in the workplace. Men continue to make more money than women, and women's representation in the higher management ranks continues to lag behind men's. This book asserts that certain respected rules of business actually work against gender equality. The rules inadvertently create paradoxes that put women in no-win situations, limiting their opportunity to succeed relative to men. Written by a woman and a man who have lived in the trenches of the corporate battlefield, this perceptive analysis exposes five of these paradoxes and concludes with a new model for business, which the authors call a coed corporation.

The tacit rules of corporate culture creating these parity paradoxes are:

- Be a team player: While women rarely receive recognition comparable to men, if a woman seeks recognition for herself, she is seen as not being a team player.
- Attract mentors and advocates: Talented women who work hard often don't attract the respected mentors or win influential, loyal advocates to the same degree as men.
- Show commitment to the job: A woman fully dedicated to her career is often perceived as lacking a personal life. Conversely, a woman with a fulfilling personal life is dismissed as not seriously committed to her career.
- Bond with coworkers: A woman who tries to bond with her male peers is seldom successful and tends to alienate both men and women.
- Recognize your role in the system: If women accept their role, nothing changes; if they challenge it, they are stigmatized and their careers are limited.

With the insights that these two seasoned consultants provide, changes can be made that will finally achieve true gender parity in the workplace.

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June Edwards:

This Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is actually information inside this e-book incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This particular Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business without we understand teach the one who reading it become critical in considering and analyzing. Don't possibly be worry Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business can bring if you are and not make your case space or bookshelves' turn out to be full because you can have it with your lovely laptop even phone. This Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business having excellent arrangement in word in addition to layout, so you will not feel uninterested in reading.

Melissa Wilcox:

Reading a guide tends to be new life style on this era globalization. With examining you can get a lot of information that could give you benefit in your life. With book everyone in this world could share their idea. Textbooks can also inspire a lot of people. A great deal of author can inspire their own reader with their story or even their experience. Not only the storyplot that share in the textbooks. But also they write about the information about something that you need example of this. How to get the good score toefl, or how to teach children, there are many kinds of book which exist now. The authors on earth always try to improve their proficiency in writing, they also doing some study before they write with their book. One of them is this Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business.

Antoinette Holdren:

A lot of people always spent their very own free time to vacation or perhaps go to the outside with them family or their friend. Do you realize? Many a lot of people spent many people free time just watching TV, or maybe playing video games all day long. If you would like try to find a new activity that is look different you can read a book. It is really fun for you personally. If you enjoy the book that you read you can spent all day every day to reading a guide. The book Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business it is very good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. Should you did not have enough space to develop this book you can buy the actual e-book. You can m0ore effortlessly to read this book through your smart phone. The price is not to fund but this book provides high quality.

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