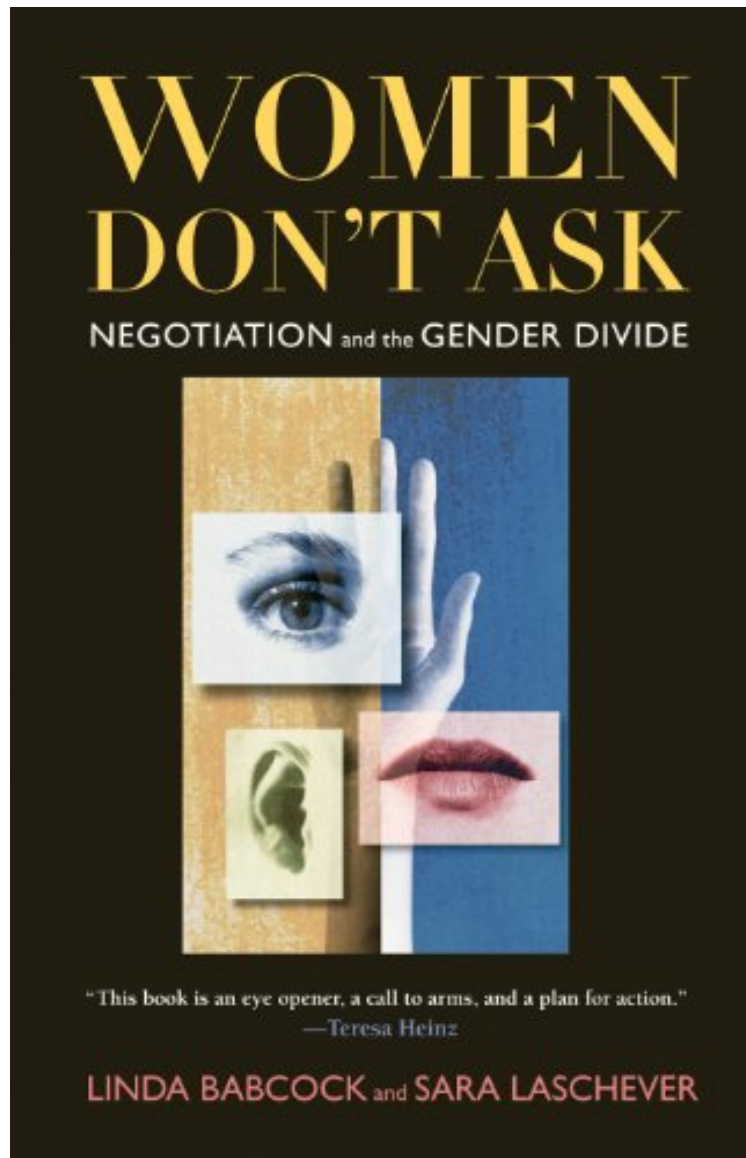


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## Women Don't Ask: Negotiation and the Gender Divide

*Linda Babcock, Sara Laschever*  
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**Linda Babcock, Sara Laschever : Women Don't Ask: Negotiation and the Gender Divide** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Women Don't Ask: Negotiation and the Gender Divide:

2 of 2 people found the following review helpful. Must read for any female or managerBy Kathleen T. FooteThis book is literally life changing. I know negotiation isn't one of my natural strengths but I didn't realize how systematic the issue was and how much more I could get out of life if I just asked (i didn't even think of this as an option in most cases!). Really shocking statistics in this book as well as advice for maximizing female's natural advantages in

negotiation situations! 2 of 2 people found the following review helpful. Just wish I'd read it in my 20's! By neverenoughtimetoread Women Don't Ask offers perspective-shifting, concrete evidence regarding women's advancement in the workplace and the world. The discussion in the early chapters surrounding negotiating your first salary, or rather the price of not negotiating your first salary, led me to purchasing it as a birthday gift for my college senior niece and begging her to read that section alone prior to interviewing. The lessons in this book apply not only to the working world. I've primarily been a stay at home mom for the past 20 years, and I discovered myself responding to examples thinking "I do that" and "Ohhhh, that's why I do that." The message is empowering and taught me I, my family members, friends and coworkers have much to gain by my being much more clear about what I'm asking for in any given situation. Highly recommend. 1 of 1 people found the following review helpful. Huge confidence boost! By Layne M. I read this while I was in the interview process for my first job in a new field. I was super nervous about trying to negotiate my salary since I haven't always been very confident in the past. After reading this book, I confidently asked for a much higher salary than I would have previously and they accepted! If you're going through interviews or just want a confidence boost, read this book.

When Linda Babcock asked why so many male graduate students were teaching their own courses and most female students were assigned as assistants, her dean said: "More men ask. The women just don't ask." It turns out that whether they want higher salaries or more help at home, women often find it hard to ask. Sometimes they don't know that change is possible--they don't know that they can ask. Sometimes they fear that asking may damage a relationship. And sometimes they don't ask because they've learned that society can react badly to women asserting their own needs and desires. By looking at the barriers holding women back and the social forces constraining them, *Women Don't Ask* shows women how to reframe their interactions and more accurately evaluate their opportunities. It teaches them how to ask for what they want in ways that feel comfortable and possible, taking into account the impact of asking on their relationships. And it teaches all of us how to recognize the ways in which our institutions, child-rearing practices, and unspoken assumptions perpetuate inequalities--inequalities that are not only fundamentally unfair but also inefficient and economically unsound. With women's progress toward full economic and social equality stalled, women's lives becoming increasingly complex, and the structures of businesses changing, the ability to negotiate is no longer a luxury but a necessity. Drawing on research in psychology, sociology, economics, and organizational behavior as well as dozens of interviews with men and women from all walks of life, *Women Don't Ask* is the first book to identify the dramatic difference between men and women in their propensity to negotiate for what they want. It tells women how to ask, and why they should.

.com Men ask for what they want twice as often as women do and initiate negotiation four times more, report economist Linda Babcock and writer Sara Laschever in the footnoted but engaging *Women Don't Ask*. With vivid research examples drawn from cradle, classroom and playground, the authors detail culture as the culprit in discouraging women from negotiating on their own behalf. Men, socialized in a "scrappier paradigm," learn to pursue and energize their goals at work and home. The two key elements are control and recognizing opportunity. For example, girls, rewarded for hard work, learn to see control as outside of themselves while boys are urged to take charge. Boys are schooled to recognize opportunity and girls to choose safe targets. Several chapters are focused on prescription; how women can decrease anxiety, anticipate roadblocks, plan counter-moves and resist conceding too much or too soon. The authors shine in their examination of culture and gender--and their optimism about how women can counter the culture. They falter whenever they adopt the "sexes-from-a-different-planet" fallacy. Most notably, in a chapter that details a "female approach" to negotiating. Overall, the authors have created a smart summary of research and used it to affirm every woman's urgent right to ask. --Barbara Mackoff From Publishers Weekly Babcock and Laschever, contrary to their book's title, do ask a series of questions: Why do most women see a negotiation as an automatic fight instead of a chance to get what they deserve? Why are women afraid to ask for what they want in the workplace? And perhaps most importantly, why don't women feel entitled to ask for it? True to their academic backgrounds, Babcock (a Carnegie Mellon economist) and writer Laschever seek their answers in a series of gender psychology and economics studies (some done by them, most done by others). They cite numerous studies indicating that women are socialized to feel pushy and overbearing if they pursue their ideal situation when it spells potential conflict with employers or co-workers. The authors also use anecdotal evidence to support their claim that women are taught to feel like every negotiation is a monumental threat to a personal relationship, rather than a fact of business life (the view held by most men, they say). Their argument has important practical ramifications: the authors cite one study that estimates "a woman who routinely negotiates her salary increases will earn over one million dollars more by the time she retires than a woman who accepts what she's offered every time without asking for more." Babcock and Laschever's work is a great resource for anyone who doubts there is still a great disparity between the salary earnings of men and women in comparable professions. Alas, it isn't as successful at eloquence as it is at academic rigor. Copyright 2003 Reed Business Information, Inc. From Booklist Women, the authors tell us, don't ask for what they want and need because of socialized behavior: from business, where they don't ask for raises, promotions, and

better opportunities, to the home, where they don't ask for help with family and housekeeping. After extensive research, the authors claim that women are less likely than men to use negotiation to improve their status--and all of society loses when they do not. The book examines how modern Western culture strongly discourages women from asking for what they need and offers suggestions for removing those barriers. In the workplace, individuals can be trained to stop taking a harder line with women, making adversarial ways of responding to and evaluating women less permissible; and women can be trained to ask as women, not mimicking the style of men. This thoughtful analysis could both benefit managers across industry lines and help women learn the importance of developing negotiating skills. Mary Whaley Copyright copy; American Library Association. All rights reserved