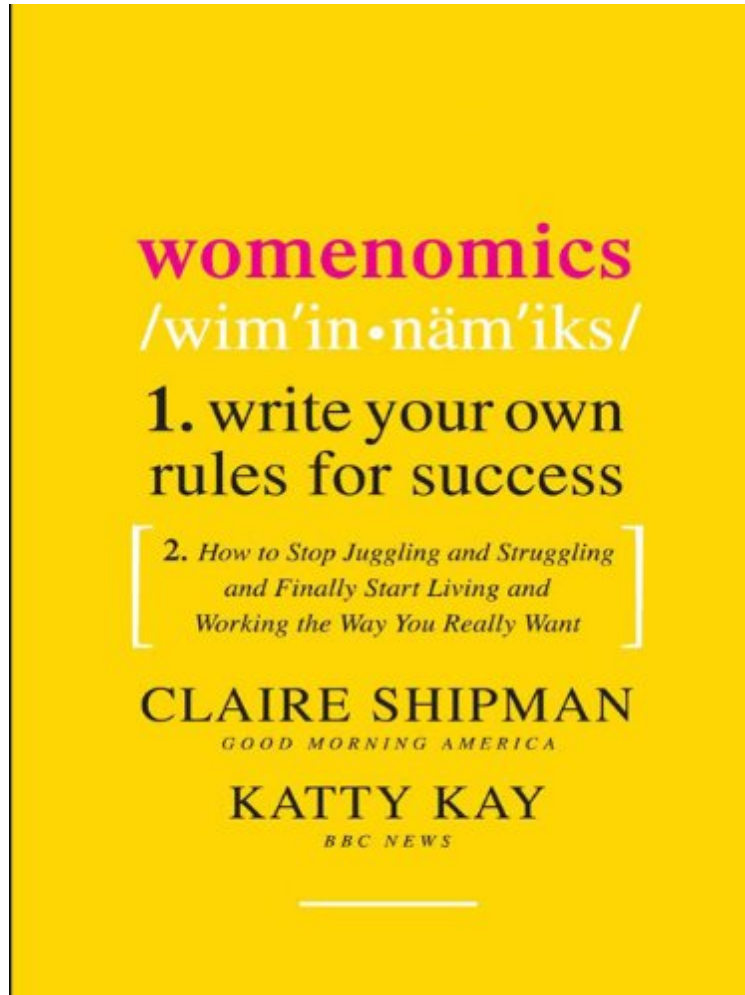


Womenomics: Work Less, Achieve More, Live Better

Claire Shipman, Katherine Kay
ePub | *DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#489043 in eBooks 2009-05-28 2009-06-02 File Name: B002BD2V0G | File size: 49.Mb

Claire Shipman, Katherine Kay : Womenomics: Work Less, Achieve More, Live Better before purchasing it in order to gauge whether or not it would be worth my time, and all praised Womenomics: Work Less, Achieve More, Live Better:

0 of 0 people found the following review helpful. Gave me Courage! By Double D This was actually recommended to me by a man after I had expressed problems in a male dominated workplace. This gave me the courage to set new standards for how I would continue to work there. Since then I have not been the same. I used this in conjunction with another audio book and the combination gave me a whole new perspective. Changed how I played the game all together. 1 of 2 people found the following review helpful. Sound advice By A Customer Finally, a book about and for working women that not only speaks to the realities of the work-life-family imbalance we all face, but also has sound advice for what can be done about it. The book has a powerful message -- if it's broke, fix it, and here's how. The authors, Claire Shipman and Katty Kay, both working mothers in broadcast journalism, have upsized, downsized and

right-sized their work lives to fit their needs as their families have grown. And that has meant learning how to say "no" to what wasn't going to work for their lives. They've included powerful information with supporting statistics about the value women bring to the success of the bottom line. There are thought-provoking assessments that help you figure out what you can do to balance your life, and guidance on just how you can do it. The book is easy to digest -- each chapter ends with "News You Can Use," a bulleted list that reviews the major points. Chapter Seven's "Nine Rules to Negotiate Nirvana" give you everything you need to take your next steps. Some of what the authors suggest is not for the faint of heart -- but how much of going after what you want actually is? And while many (but not all) of the women whose stories the authors relay are executive-level, there is still plenty of useful information and advice for the everyday professional. 0 of 0 people found the following review helpful. but so far so good! Highly recommend for women struggling to balance work ...By Kim WoodReading it now, but so far so good! Highly recommend for women struggling to balance work and family!

ldquo;A personal, provocative, and challenging book for career women who want less guilt, more life.rdquo;mdash;Diane Sawyernbsp;Womenomics, the groundbreaking New York Times bestseller by Claire Shipman and Katty Kay, is an invaluable guide for this generation of professional women, provide knowledgeable advice on how to ldquo;Work Less, Achieve More, Live Better.rdquo; Shipman and Kay, two TV journalists well acquainted with the stress of the workplace, describe the new economic trends that offer today's overworked working women more professional and personal choices than ever before. At last, you no longer have to do it all to have it allmdash;Womenomics shows you how.

From Publishers WeeklyThis collaboration between broadcasting powerhouses Shipman and Kay gives career women explicit permission to demand the balance that's been missing in their lives. The authors assert that after decades of trying to outdo men or fighting the Mommy Wars in the office trenches of the 1980s and 1990s, women have gained enough corporate clout to start changing the workplace to suit their needs. Shipman and Kay review the depth of women's influence as consumers and earners, maintaining that their power gives them the right and the ability to ask for flexibility in their work lives, to negotiate assertively and effectively, to say no and to give up the guilt associated with getting their needs met. Through Shipman and Kay's own stories of struggling with demanding work and home lives and anecdotes from other working mothers, the authors make a convincing argument that with some mental and emotional effort, women can create their ideal work and home lives. Filled with pragmatic and optimistic steps, this book will inspire readers to set in motion a flexibility-driven business revolution that can benefit all women and men, families and workforces. (June) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. ldquo;Womenomics makes a compelling statement about the financial impact women can have in the workplace and offers valuable ideas for capitalizing on this trend, even in this economic climate.rdquo;From the Back CoverYou are not alone. Finally, here is a book that gets to the heart of what professional women want. You've probably been loath to admit it, but like most of us, you have had enough of the sixty-hour workweeks, the day-care dash, and the vacations that never get taken. You don't want to quit, you want to workmdash;but on your own terms and in ways that make it possible to have a life as well.Women have power. In Womenomics, journalists Shipman and Kay deal in facts, not stereotypes, providing a fresh perspective on the largely hidden power that women have in today's marketplace. Why? Companies with more women managers are more profitable. Women do more of the buying. A talent shortage looms. Younger generations want to work flexibly, too. It all adds up to a workplace revolution that is great news for professional womenmdash;not to mention men and businesses as well. As Brenda Barnes, CEO of Sara Lee, notes: ldquo;Companies need to recognize that this kind of flexibility offers employees the ability to manage and balance their own careers and lives, which in turn improves productivity and employee morale.rdquo; This new way of thinking and working is all the more valuable in a recession, as companies begin offering flexible schedules, four-day workweeks, and extended vacations as a way to avoid layoffs, save costs, and still reward employees. It is personal. Womenomics does more than marshal the evidence of this historic shift. It also shows women how to redefine success, be productive, and build satisfying careers that don't require an all-or-nothing lifestyle. Most appealing are the candid personal anecdotes from Shipman's and Kay's own experiences and the stories they have gathered from professional women around the country who are coping with the same issues.It is possible. Shipman and Kay don't waste time on what women can't do or can't have. Instead, they show women how to chart an empowering, exhilarating course to a richer life. Inspiring, practical, and persuasive, Womenomics offers a groundbreaking blueprint for changing the way you live and workmdash;with advice, guidance, and fact-based support that proves you don't have to do it all to have it all.