

Leadership and the Sexes: Using Gender Science to Create Success in Business



Each of us enters the workplace not only as a human being, but as a woman or man, Leadership and the Sexes links the actual science of male/female brain differences to every aspect of business. Written by the New York Times best-selling author and gender expert Michael Gurian and acclaimed workplace gender consultant Barbara Annis, this groundbreaking audio weaves brain science and gender studies with real life examples from business leaders to provide a new vision of gender diversity. Leadership and the Sexes presents brain science tools with which listeners can look into the brains of men and women to understand themselves and one another. Provided are five GenderTools, which can be used immediately in executive, management, design and marketing teams. The gender science presented here has been used successfully by such diverse corporations as IBM, Nissan, Proctor & Gamble, Deloitte & Touche, PriceWaterhouseCoopers, Brooks Sports, and many others. This gender science helps leaders increase their organizations competitive edge, profits, and bottom line by: Increasing gender intelligence between men and women. Discovering new ways to supervise, negotiate, and manage. Revising male/female relationships to meet the demands of the global economy. Understanding how to use gender science to sell and market products and services. The corporation that utilized the authentic differences between men and women is the organization that discovers significant competitive advantage. The company or firm that helps women and men understand each other discovers maximum success.

Leadership and the Sexes: Using Gender Science to Create Success in Business. by Barbara Annis, Michael Gurian.
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Create Success in Business, Michael Gurian and Barbara Annis offer decades of Leadership and the sexes : using gender science to create success in business. [Michael Gurian Barbara Annis] -- Each of us enters the workplace not only as a: Leadership and the Sexes: Using Gender Science to Create Success in Business (9780787997038): Michael Gurian, Barbara Annis: Books. Get this from a library! Leadership and the sexes : using gender science to create success in business. Summary.. [Barbara Annis Michael Gurian Soundview Using Gender Science to Create Success in Business. Leadership and the Sexes is an exciting new book by gender team Michael Gurian and Barbara Annis. Download Leadership And The Sexes Using Gender Science To Create Success In Business 2008. Learn More Some exams of WorldCat will there create Leadership and the Sexes: Using Gender Science to Create Success in Business. Michael Gurian, Author, Barbara Annis, With with Barbara Leadership and the Sexes by Barbara Annis, 9780787997038, available at Leadership and the Sexes : Using Gender Science to Create Success in Business in business leadership make this an important resource for businesses and Using Gender Science to Create Success in Business Michael Gurian. JosseyBass also publishes its books in a variety of electronic formats. Some content that Leadership and the Sexes: Using Gender Science to Create Success in Business, Book Summary, Audio Summary, Audio Book, Michael Gurian With Barbara Michael Gurians trademark use of brain science in gender studies together with real life examples of what is currently happening in business leadership make this an important resource for businesses and organizations. Leadership and the Sexes: Using Gender Science to Create Success in Business. Download Leadership And The Sexes: Using Gender Science To Create Success In Business 2008. Learn More PubMedCrossRefGoogle ScholarBarker S, - 5 sec Watch Read Leadership and the Sexes: Using Gender Science to Create Success in : Leadership and the Sexes: Using Gender Science to Create Success in Business (Audible Audio Edition): Michael Gurian, Barbara Annis, Leadership and the Sexes: Using Gender Science to Create Success in Business. Michael Gurian, Barbara Annis (With). ISBN: 978-0-787-99703-8. Aug 2008