

Influence



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著者:Maddy Dychtwald

出版者:Voice

出版时间:2010-5-4

装帧:Hardcover

isbn:9781401341022

" Influence is the essential guide to a revolutionary trend that will completely alter our world. Everyone needs to read this book to comprehend the sea-change that's coming. Dychtwald's mesmerizing and insightful book takes us all on a journey into our future. Get ready."

--Dr. James Canton, CEO and Chairman, Institute for Global Futures "It's rapidly dawning on women that their growing economic power offers a tremendous opportunity to . . . change lives, markets, and the environment, simultaneously. Maddy Dychtwald has captured this speeding train with insight, data, and substance . . . A must-read."

--Cathie Black, President, Hearst Magazines "When you read this information-packed, story-filled, and very encouraging book, you'll feel renewed hope that women will be able to shape the future significantly, for the good of all of us."

--Andrea Dew Steele, Founder and President, Emerge America " Influence shows us a tectonic shift in gender roles, responsibilities, and possibilities . . . a book with the potential to change the consciousness of everyone who reads it , and, so, to help bring

about the very improvements it describes."

--Congresswoman Cathy McMorris Rodgers (R-WA) "Dychtwald's book title says it all . . . A great read for anyone who wants the latest thinking, insights, and case studies from the front lines of women's advancement efforts--and, importantly, how you as an individual can help."

--Beth Brooke, Global Vice Chair of Public Policy, Ernst & Young "Influence is an imperative measure of the great 21st-Century Economic Evolution propelled by the distinctive determination of women."

--Aude Zieseniss de Thuin, Founder and CEO, Women's Forum for the Economy & Society "Women don't usually run for elected office unless they are asked to run--several times . . . Influence convincingly asks women--more than several times--to see their opportunities for leadership and to seize them. We know that when you add women, you change everything. Let's do it!"

--Marie C. Wilson, Founder and President, The White House Project "Dychtwald and Larson show how women are gaining power and influence . . . [and] changing the world for the better. Eye-opening and encouraging."

--Robert B. Reich, Professor of Public Policy, University of California at Berkeley, and former U.S. Secretary of Labor "In Influence , Maddy Dychtwald offers a sweeping and provocative look at the implications of the biggest demographic change of our times: the emergence of women as an economic force. Women are chafing at corporate constraints, growing their businesses, reinventing family roles, gaining voice through social media, and flexing their financial muscles. Her engaging book takes womanpower to the next level: how to exercise significant leadership to make a difference in the world."

--Rosabeth Moss Kanter, Harvard Business School Professor, Director of the Harvard Advanced Leadership Initiative, and author of Confidence and SuperCorp In the United States and in very many nations around the world, women are on the cusp of new financial power--and evidence suggests that women will use this power to improve society in ways we can only begin to imagine. Through candid interviews and lively reporting, and with exclusive research, Dychtwald reveals a huge cultural transformation that is about to occur--a true tipping point--after which more children may have quality health care and education, workplaces may be more responsive to families, men may experience new freedoms and opportunities to pursue more meaningful careers, and more corporations and nations will be led by women, and they will thrive. Dychtwald and Larson give us a sneak peek at the world turned right-side-up by women. To read this book is to prepare oneself for an altered--and improved--way of life.

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