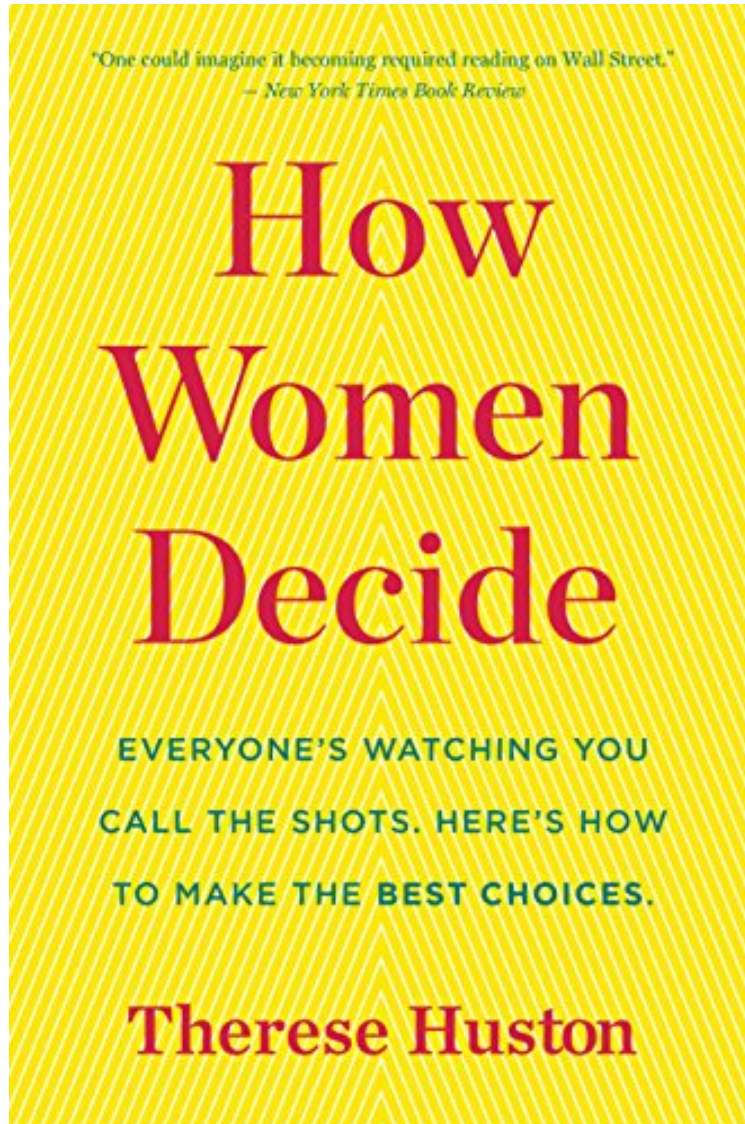


How Women Decide

Therese Huston

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Therese Huston : How Women Decide before purchasing it in order to gage whether or not it would be worth my time, and all praised How Women Decide:

3 of 3 people found the following review helpful. Excellent insights and information based on data and researchBy JamieExcellent insights and information based on data and research. I was surprised to see some of my own flawed actions/misconceptions discussed in the book. Each chapter ends with quick lists of things to remember and helpful techniques to utilize.Not just for women. This book reveals why it is important to have both male and female perspectives in decision making. Of particular interest is how the two genders tend to react differently in crisis or high pressure situations.Well written with great examples and entertaining vignettes that bring the principles home and

often leave you smiling. 0 of 0 people found the following review helpful. This is a must-read book for all women and also for managers - men and women! By Customer This is a must-read book for all women and also for managers - men and women! It is packed with practical advice and simple steps you can do today to make a difference in your own decision-making process. It even has advice for on how to deal with your loved ones when they make bad decisions. I especially liked the research backing up the claims in this book. Managers, both men and women, can learn a lot from this book about how to level the playing field for women in the workplace. Companies would be wise to have women decision-makers on their boards because the evidence in this book shows that the companies make better decisions and do better financially. I've already read it twice! We invited the author, Therese Huston, to come speak and do a book discussion to our women faculty at our university and the attendees couldn't say enough great things about the book and the author's presentation. Do yourself a favor today and read this book! 0 of 0 people found the following review helpful. I love the tone of this book. By K. Foster I love the tone of this book. In sensitive and always well-balanced arguments, supported by ample evidence and anecdotes, Dr. Huston explains gender difference. Always affirming, Dr. Huston explains why this matters not only to women, but to the world, and--most importantly--to decisions. The conclusion: decisions are better when women participate, and when women lead. Too often, stereotypes, unfair systems, or simple lack of awareness, keep women from achieving. Dr. Huston gently reveals the underlying reasons, and offers simple, yet meaningful ways to respond. (See "Things to Remember," and "Things to Do" at the end of each chapter). This is a great book not just for women, but for anyone who cares about good decisions. I've given this book to any women I could think of in leadership roles, and think it would benefit any organization looking to improve not only its culture, but its bottom line.

“One could imagine it becoming required reading on Wall Street.” —New York Times Book Review So, you’ve earned a seat at the table. What happens next? We all face hard decisions every day and the choices we make, and how others perceive them, can be life-changing. There are countless books on how to make those tough calls, but *How Women Decide* is the first to examine a much overlooked truth: men and women approach decisions differently, and often in surprising ways. Stress? It makes women more focused. Confidence? Caution can lead to stronger decisions. And despite popular misconceptions, women are just as decisive as men—though they may pay for it. Pulling from the latest science on decision-making, as well as lively stories of real women and their experiences, cognitive scientist Therese Huston teaches us how we can best shape our habits, perceptions, and strategies, not just to make the most of our own opportunities, but to reshape the culture and bring out the best decisions—regardless of who’s making them. “I thought I had read everything I needed to read on gender differences, but, as a CEO, this book showed me a new and critically important area in which we need to be very aware of our biases and take the steps Huston recommends to address them.” —Anne-Marie Slaughter, author of *Unfinished Business: Women Men Work Family* and president and CEO of New America

Named a Summer Reading Title by Oprah.com and Savoir Flair “Using a wealth of economic and social science research, Huston—a cognitive psychologist [...]—documents these stereotypes and shows how women are often trapped in situations where they can’t come out ahead, no matter what they do.” [How Women Decide] will resonate with any women trying to navigate treacherous career waters as well as with managers wondering how to increase diversity and get the best out of all their employees. One could also imagine it becoming required reading on Wall Street, where male-dominated thinking has caused so many problems.” —New York Times Book Review “An authoritative guide to help women navigate the workplace and their everyday life with greater success and impact.” —Forbes “Huston, writing in a cheerful, classroom voice, wants to give readers tools to take apart the frequently hostile response to women’s decisions. In clear, declarative prose, [How Women Decide] dips readers’ toes into stereotype threat and confirmation bias, role congruity theory, cortisol and stress studies and prospect theory.” —Seattle Times “Huston shows us convincingly and compellingly that women’s decisions are viewed and judged differently than men’s. I thought I had read everything I needed to read on gender differences, but, as a CEO, this book showed me a new and critically important area in which we need to be very aware of our biases and take the steps Huston recommends to address them.” —Anne-Marie Slaughter, author of *Unfinished Business: Women Men Work Family* and President and CEO of New America “Contains advice for everyone.” —Financial Times “If you’re a woman, read it. If you’re a man, read it. Sometimes a book tells you something you really needed to know, whether you realized it or not, and *How Women Decide* is one of those books. [Huston] throws a bright laboratory light on familiar territory—women’s experiences at work—and then pins down with scientific precision the subtle and not-so-subtle stereotyping women encounter, explaining how these societal expectations impact on women’s decision-making.” —The National “A journey to break down barriers and open the conversation on how to shape habits, perceptions, and strategies to transform our society as a whole, regardless of who’s making the decisions.” —Savoir Flair “If you want to get deep into the ways we are swayed to make decisions that favor what someone else wants, I recommend [How Women

Decide]hellip;Huston gives a persuasive argument that intuition isn't an exclusive tool of women. rdquo; mdash;MsCareerGirl.com nbsp; ldquo;How Women Decidenbsp;blows up several myths about female decision-making that everyone believes, women included. Through thoughtful analysis and lively, entertaining anecdotes, it teaches us what's really happeningmdash;how bias works. Every woman needs to read this well-researched and wonderfully reported book. She'll gain confidence through useful tactics for even better decision-making. Men should read it, too; they'll learn tactics that make women great leaders!rdquo; mdash;Joanna Barsh, bestselling author of *How Remarkable Women Lead* nbsp;andnbsp;Centered Leadership ldquo;Ever wonder whether lsquo;women's instinctsrsquo; isnbsp;a real thing? Ever consider multiple points of view, only to be called lsquo;wishy-washyrsquo;?nbsp;nbsp;In this brilliantly researched and entertaining book, Therese Huston reveals the ways in which understanding ourselves and thinking critically about gender biases can help us all make better choices. I'm already using it to strategize at work, and I predict that every reader will learn something new and useful in its pages.rdquo;mdash;Jessica Bacal, editor of *Mistakes I Made at Work: 25 Influential Women Reflect on What They Got Out of Getting It Wrong* and Director of the Wurtele Center for Work Life at Smith College ldquo;Finally!nbsp;A well-researched book that affirms the fact that, despite their self-doubts, women make great decision-makers. This book will help you to compete with your male counterparts with courage and confidence.rdquo; mdash;Lois P. Frankel, Ph.D., author of *Nice Girls Don't Get the Corner Office* and *See Jane Lead* ldquo;How do women make decisions?nbsp;In this thoughtful, well-researched book, Huston avoids pop-psych answers that assume all women are the same. Exploding stereotypes, but showing their effect on women's behavior, she offers intelligent guidance to the challenges and process of making decisions.rdquo; mdash;Carol Tavris, Ph.D., coauthor of nbsp;*Mistakes Were Made (But Not by Me)* ldquo;None of the myriad decision-making bestsellers considers how their advice should differ for men and women. *How Women Decide* overthrows such one-sex-fits-all recommendations. It combines engaging stories and compelling research to reveal how our beliefs about men and women drive the way they make choices." mdash;Daniel Simons, Ph.D, coauthor of *The Invisible Gorilla: How Our Intuitions Deceive Us* "With verve, charm, and a ruthless reliance on data, [Huston]nbsp;challenge[s] and ultimately disprove[s] several common assumptions about how women make decisions... Huston provides sharp observations, handy chapter summaries, and practical advicehellip; She builds a convincing case that if businesses, government, and other organizations want to improve their decision-making at the highest levels, they need to have more women in the boardroom; and she provides women readers with concrete strategies to defuse existing stereotypes." mdash;Publishersnbsp;Weekly "Extraordinarily readablemdash;and a profound supplement to Sandberg's *Lean In*." mdash;Booklistnbsp; ldquo;Insightful advice for women about decisiveness, confidence, and tackling gender bias...Useful, practical strategies based on informed analysis.rdquo; mdash;Kirkus nbsp;