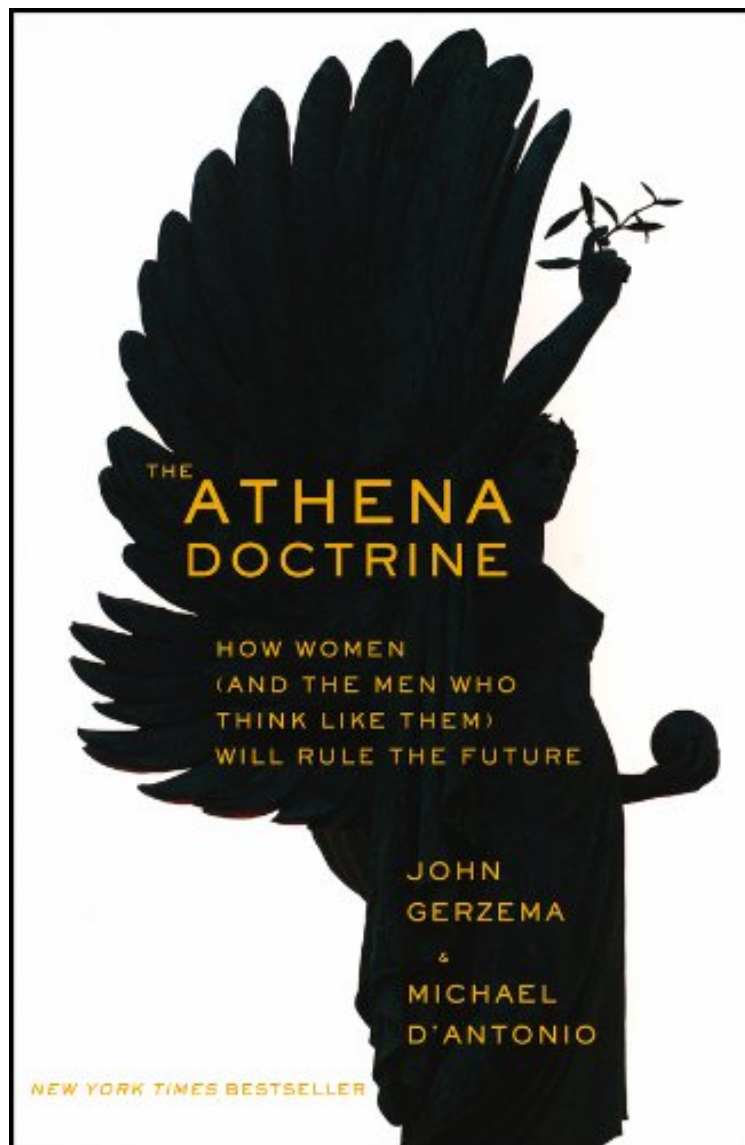


(Library ebook) The Athena Doctrine: How Women (and the Men Who Think Like Them) Will Rule the Future

The Athena Doctrine: How Women (and the Men Who Think Like Them) Will Rule the Future

John Gerzema, Michael D'Antonio

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profiles a number of case studies and projects worldwide where characteristics the authors profile as typically being associated with females are being used to create better outcomes for groups. The authors argue, as I believe, that things females are typically better at can be used to benefit all of us. 0 of 0 people found the following review helpful.
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New York Times Bestseller How feminine values can solve our toughest problems and build a more prosperous future Among 64,000 people surveyed in thirteen nations, two thirds feel the world would be a better place if men thought more like women. This marks a global trend away from the winner-takes-all, masculine approach to getting things done. Drawing from interviews at innovative organizations in eighteen nations and at Fortune 500 boardrooms, the authors reveal how men and women alike are recognizing significant value in traits commonly associated with women, such as nurturing, cooperation, communication, and sharing. The Athena Doctrine shows why femininity is the operating system of 21st century prosperity. Advocates a new way to solve today's toughest problems in business, education, government, and more Based on a landmark survey and results from Young Rubicam's respected Brand Asset Valuator's global survey, as well as on-the-ground interviews in 18 countries From acclaimed social theorist, consumer expert, and bestselling author, John Gerzema, and award-winning author, Michael D'Antonio Brought to life through real world examples and backed by rigorous data, The Athena Doctrine shows how feminine traits are ascending—and bringing success to people and organizations around the world. By nurturing, listening, collaborating and sharing, women and men are solving problems, finding profits, and redefining success in every realm.

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