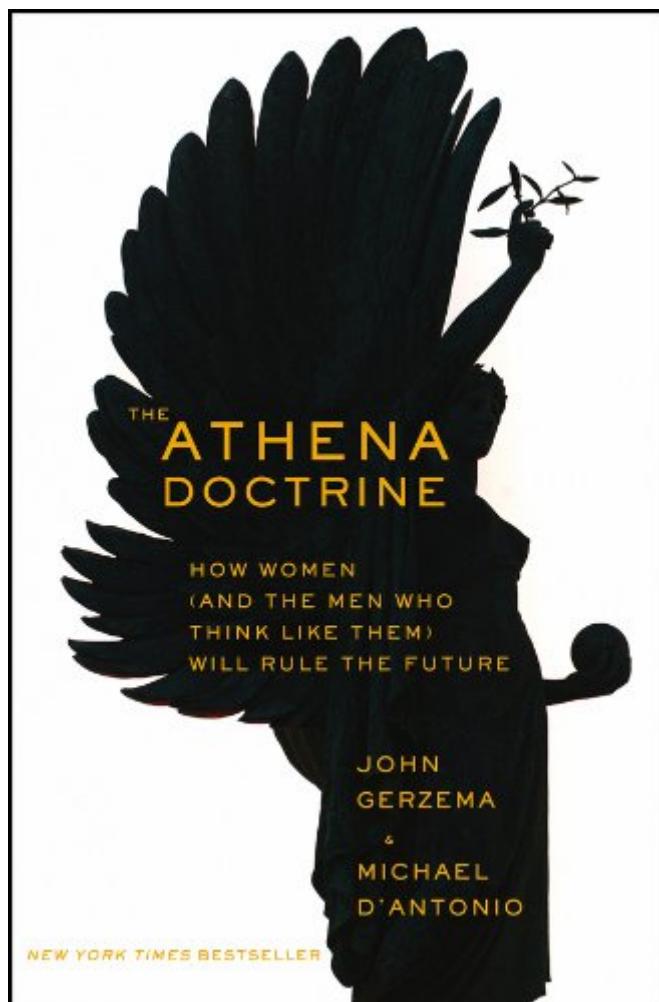


The book was found

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



Synopsis

New York Times BestsellerHow feminine values can solve our toughest problems and build a more prosperous futureAmong 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 moreBased 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 countriesFrom acclaimed social theorist, consumer expert, and bestselling author, John Gerzema, and award-winning author, Michael D'AntonioBrought to life through real world examples and backed by rigorous data,The Athena Doctrine shows how feminine traits are ascendingâ "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.

Book Information

File Size: 1922 KB

Print Length: 304 pages

Publisher: Jossey-Bass; 1 edition (March 11, 2013)

Publication Date: March 11, 2013

Sold by:Â Digital Services LLC

Language: English

ASIN: B00BTBPM8Y

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #170,523 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #54

inÂ Books > Politics & Social Sciences > Politics & Government > Specific Topics > Women in

Customer Reviews

This is a clever and interesting book that makes a valuable contribution to the vital debate about how we should build the organisations of the future (since our current organisational structures are clearly failing). So criticising the book seems perverse and small-minded - like taking a pop at Mother Theresa. But I can't help myself. So: this is an interesting book and I urge you to read it, but...My first problem is that I have an aversion to the approach that takes an interesting idea and tries to turn it into a programme or, indeed, a doctrine - so much so that if a young entrepreneur were to tell me that they were starting a new venture and that it was a, like, you know, Athena Doctrine kind of thing? I would be obliged to poke them in the eye. Which would not be very Athena Doctrine of me. But I have some more grown up quibbles too. My main issue is that I really do not think that it is useful to attach a label of any kind to sets of valuable human characteristics - like empathy, creativity, intuition, adaptability etc. In the case of the 'Athena Doctrine', of course, the label that Gerzema and D'Antonio have attached to these and other valuable characteristics is 'feminine'. Since they themselves argue later in the book that we should attempt take a 'gender neutral' approach to people, it's hard to see why they think that it is useful to say, in effect, that we should all get in touch with our feminine side. Funnily enough, the authors recount in their introduction how they ran their ideas past a female academic who 'scrunched up her face like a professor listening to a student offering a terrible answer' and concluded, "I object to you calling these things feminine." I'm on her side. But the guys went ahead and did it anyway.

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