



Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business

Lynn Cronin, Howard Fine

[Download now](#)

[Click here](#) if your download doesn't start automatically

Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business

Lynn Cronin, Howard Fine

Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business Lynn Cronin, Howard Fine

Forty-five years after Betty Friedan's *The Feminine Mystique*, women have yet to achieve parity with men in the workplace. Men continue to make more money than women, and women's representation in the higher management ranks continues to lag behind men's. This book asserts that certain respected rules of business actually work against gender equality. The rules inadvertently create paradoxes that put women in no-win situations, limiting their opportunity to succeed relative to men. Written by a woman and a man who have lived in the trenches of the corporate battlefield, this perceptive analysis exposes five of these paradoxes and concludes with a new model for business, which the authors call a coed corporation.

The tacit rules of corporate culture creating these parity paradoxes are:

- Be a team player: While women rarely receive recognition comparable to men, if a woman seeks recognition for herself, she is seen as not being a team player.
- Attract mentors and advocates: Talented women who work hard often don't attract the respected mentors or win influential, loyal advocates to the same degree as men.
- Show commitment to the job: A woman fully dedicated to her career is often perceived as lacking a personal life. Conversely, a woman with a fulfilling personal life is dismissed as not seriously committed to her career.
- Bond with coworkers: A woman who tries to bond with her male peers is seldom successful and tends to alienate both men and women.
- Recognize your role in the system: If women accept their role, nothing changes; if they challenge it, they are stigmatized and their careers are limited.

With the insights that these two seasoned consultants provide, changes can be made that will finally achieve true gender parity in the workplace.

 [Download Damned If She Does, Damned If She Doesn't: Rethinking t ...pdf](#)

 [Read Online Damned If She Does, Damned If She Doesn't: Rethinking ...pdf](#)

Download and Read Free Online Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business Lynn Cronin, Howard Fine

Download and Read Free Online Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business Lynn Cronin, Howard Fine

From reader reviews:

Patrick Adkins:

What do you in relation to book? It is not important along with you? Or just adding material when you require something to explain what yours problem? How about your time? Or are you busy person? If you don't have spare time to accomplish others business, it is gives you the sense of being bored faster. And you have extra time? What did you do? Everyone has many questions above. They should answer that question due to the fact just their can do which. It said that about book. Book is familiar on every person. Yes, it is appropriate. Because start from on jardín de infancia until university need that Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business to read.

Mark Vandyke:

Here thing why this particular Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business are different and dependable to be yours. First of all reading a book is good but it depends in the content of it which is the content is as scrumptious as food or not. Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business giving you information deeper and different ways, you can find any publication out there but there is no e-book that similar with Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business. It gives you thrill reading journey, its open up your own eyes about the thing that happened in the world which is probably can be happened around you. You can bring everywhere like in area, café, or even in your means home by train. For anyone who is having difficulties in bringing the printed book maybe the form of Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business in e-book can be your choice.

Nancy Nault:

Now a day those who Living in the era exactly where everything reachable by interact with the internet and the resources inside it can be true or not demand people to be aware of each information they get. How people have to be smart in having any information nowadays? Of course the answer then is reading a book. Reading a book can help men and women out of this uncertainty Information specifically this Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business book since this book offers you rich data and knowledge. Of course the data in this book hundred per cent guarantees there is no doubt in it you know.

Scott Duran:

The particular book Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business has a lot associated with on it. So when you read this book you can get a lot of profit. The book was compiled by the very famous author. Tom makes some research ahead

of write this book. This book very easy to read you may get the point easily after reading this article book.

**Download and Read Online Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business Lynn Cronin, Howard Fine
#7RUZ0AQKI28**

Read Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business by Lynn Cronin, Howard Fine for online ebook

Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business by Lynn Cronin, Howard Fine Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business by Lynn Cronin, Howard Fine books to read online.

Online Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business by Lynn Cronin, Howard Fine ebook PDF download

Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business by Lynn Cronin, Howard Fine Doc

Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business by Lynn Cronin, Howard Fine Mobipocket

Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business by Lynn Cronin, Howard Fine EPub

Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business by Lynn Cronin, Howard Fine Ebook online

Damned If She Does, Damned If She Doesn't: Rethinking the Rules of the Game That Keep Women from Succeeding in Business by Lynn Cronin, Howard Fine Ebook PDF