

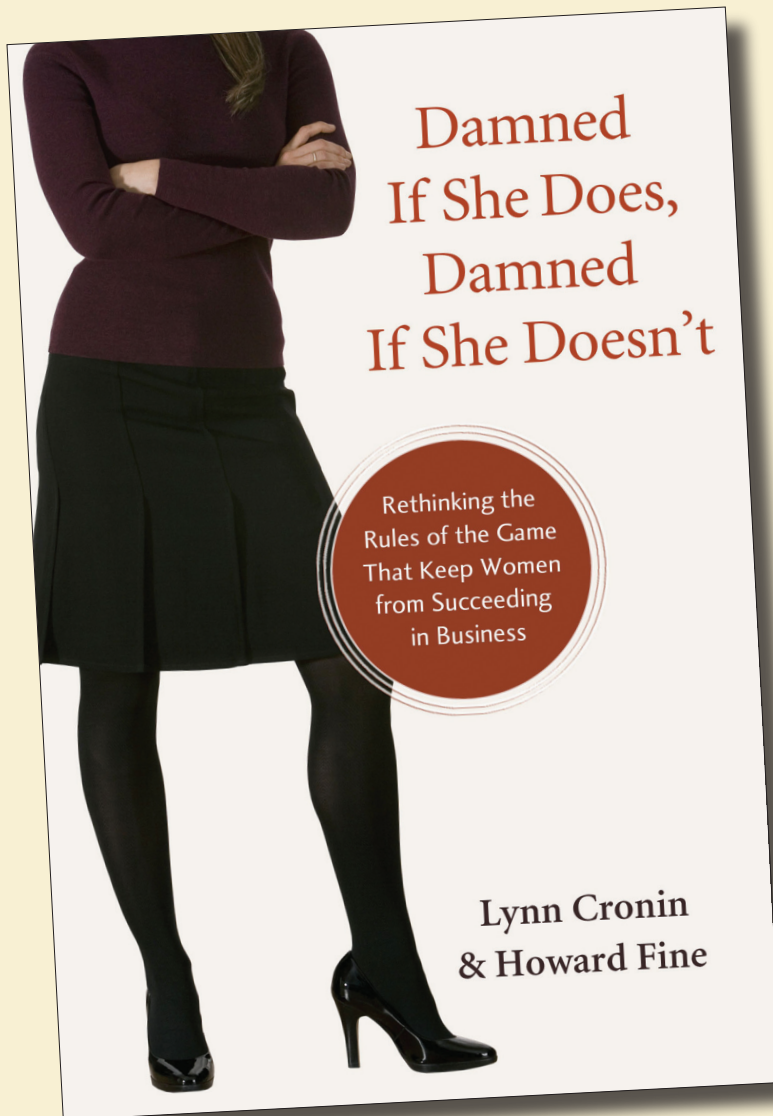
Damned If She Does, Damned If She Doesn't

Rethinking the Rules of the
Game That Keep Women from
Succeeding in Business

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.

Damned if She Does, Damned if She Doesn't 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 company.

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



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