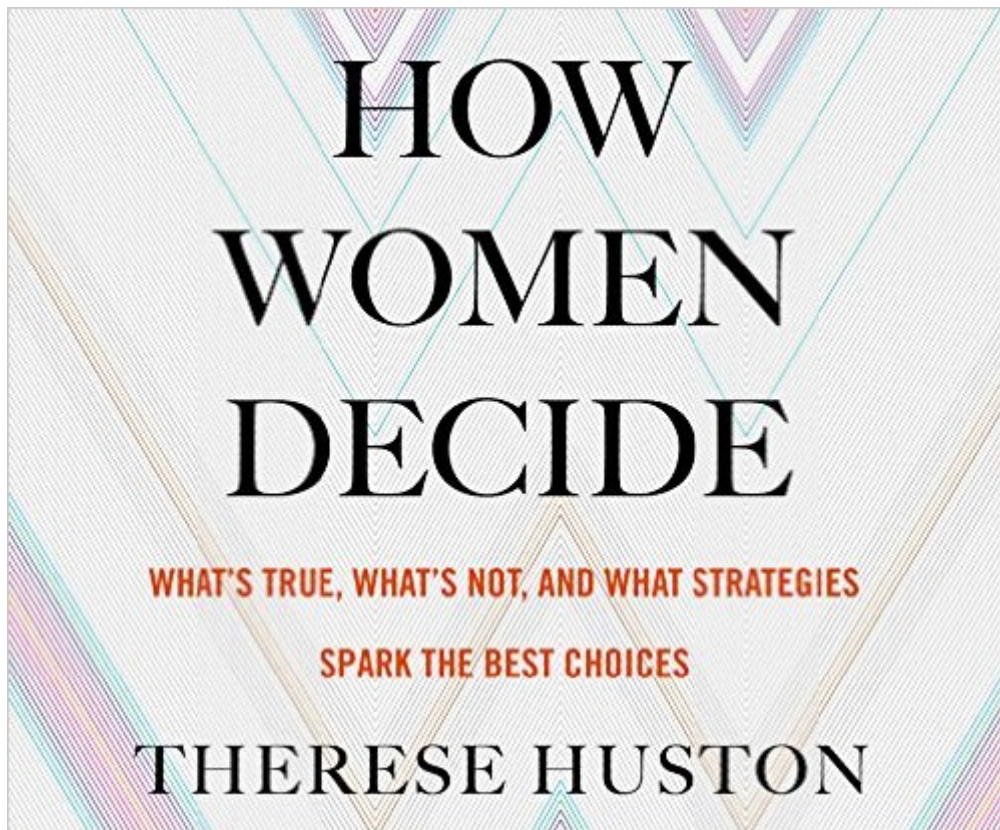


The book was found

# How Women Decide: What's True, What's Not, And What Strategies Spark The Best Choices



## Synopsis

Narratives about decision making are often inadvertently tailored primarily to men. Meanwhile, narratives about women in business overlook decision making or offer advice that is unhelpful and can even backfire. *How Women Decide* fills this gap. It takes on the very real psychological and cultural obstacles women face, asks how these affect decision making, and suggests practical changes for approaching important choices. Using the latest research and her interviews with women in many fields, Huston breaks down the myths and facts around intuition, self-perception, risk assessment, and more. In this guide she persuasively argues that, contrary to popular opinion, women shouldn't feign inflated confidence indiscriminately.

## Book Information

Audio CD

Publisher: Dreamscape Media; Unabridged edition (May 10, 2016)

Language: English

ISBN-10: 1520005776

ISBN-13: 978-1520005775

Product Dimensions: 6 x 1.1 x 5 inches

Shipping Weight: 2.4 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (27 customer reviews)

Best Sellers Rank: #2,002,081 in Books (See Top 100 in Books) #158 in [Books > Books on CD > Health, Mind & Body > Sexuality](#) #1440 in [Books > Books on CD > Business > General](#) #1475 in [Books > Business & Money > Women & Business](#)

## Customer Reviews

I thought this was a good idea and I'm glad that someone wrote the book. Could it be better, probably, but this is a huge subject and there are so many factors involved in this subject. The biggest obstacle that I think women face in the business world in first world countries is that fact that women are property in many places in this world, period. How do you get past this issue? It's huge. When half of the population is considered either consciously and/or subconsciously as "not good enough" then it's like climbing the mountain with the world on HER shoulders. Reading this book made the fact that what happens to a person on the complete opposite side of the world has a direct affect on so many other people and in this case the people are women. I have seen this over and over again. I have predominantly worked in male dominated careers all of my life and I can say that I am only stating fact that until the world sees women and the way they naturally are as equally

valuable to what men offer this imbalance of power on the face of the planet will continue. Perhaps with more books such as this one scratching the surface and more men and women waking up to the fact that the male status quo is not only not enough, but in many cases is way too much of one thing. The Native Americans were primarily led and governed by women before the invasion of Europeans. Women were seen as more long term problem solvers seeing that whatever the solution was must not only be acceptable to the current generations, but to all of those that followed.

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