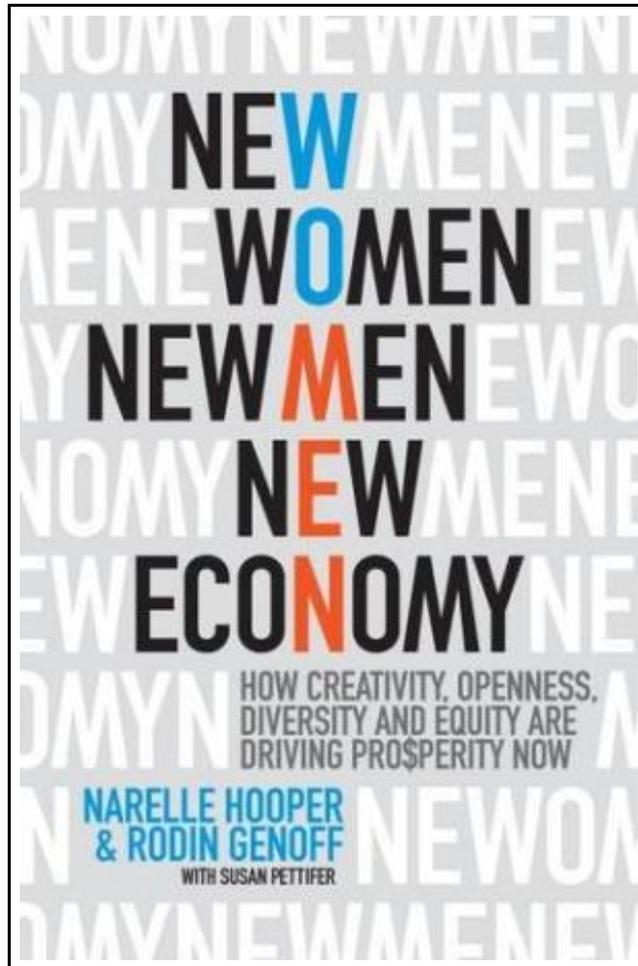


## New Women, New Men, New Economy: How Creativity, Openness, Diversity and Equity are Driving Prosperity Now



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Federation Press, Australia, 2015. Paperback. Book Condition: New. 234 x 156 mm. Language: English . Brand New Book. Hey, everything s changed. New Women, New Men, New Economy. The commercial imperative is clear. The marketplace is choosing for us. Across the world we see organisations with more women in leadership roles delivering superior financial returns, increasing productivity and tapping the ingenuity of their people. Companies, communities and countries that are more inclusive do better, innovate more, unleash new value and prosper long term. Who are they? The authors introduce us to companies around the world, from Unilever and Google to Pixar and Arup; The Hunger Project; big consulting firms, banks and telcos; the Australian Army; as well as dynamic SMEs in Finland, Denmark, Silicon Valley and outback Australia. New Women, New Men, New Economy describes men championing gender equality from Sydney to Toronto and women reshaping the construction industry and designing a world without waste. How are they doing it? This provocative book shows that these new women and men have cracked the leadership CODE that puts their most valuable competitive resource to work - their people. They are leaders who are embracing the principles of Creativity, Openness, Diversity and Equity and building the New Economy around us. Find out what it takes to join them. New Women, New Men, New Economy brings together new global research, case studies and diagnostic tools to help guide you through. CODE UP: Creativity ignites competitiveness; In an Open world, there s no place to hide; Diversity boosts performance and problem-solving; Equity creates thriving teams and communities that build long term value.

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