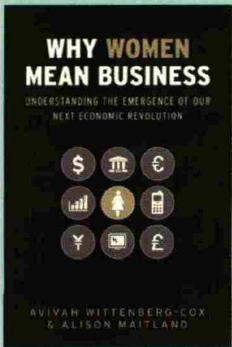




**Why Women Mean Business**

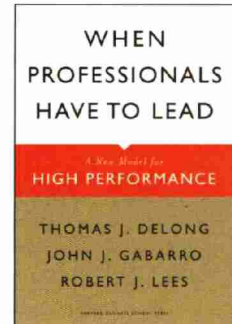
Understanding the Emergence of Our Next Economic Revolution  
 Avivah Wittenberg-Cox and Alison Maitland  
 349 pages, \$34.95, Wiley



Gender's evolving role in the business world, say Avivah Wittenberg-Cox and Alison Maitland, is a topic that needs to be addressed—but hasn't. Wittenberg-Cox, CEO of gender consultancy 20-First, and Maitland, a journalist, did their homework on the topic: They talked to CEOs and government officials throughout the world to find out their perceptions of the effect women have on global economies. The authors say this is a crucial topic to explore as women increasingly dominate the talent pool and make the bulk of consumer purchases. To help the genders co-exist, they developed a managerial plan that incorporates the best of both genders, and, in finding gender harmony in their own tome, reached out to Michael Kimmel, professor of sociology at the State University of New York. Kimmel clearly sees the value in Wittenberg-Cox and Maitland's book, calling women's entry into the workforce the "single greatest transformation of the labor force in European and American history." Apparently, women really do mean business.

**When Professionals Have to Lead**

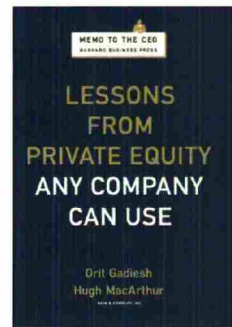
A New Model for High Performance  
 Thomas J. DeLong, John J. Gabarro and Robert J. Lees  
 232 pages, \$35  
 Harvard Business Press



This book, from two professors (Thomas J. DeLong and John J. Gabarro) and a consultant (Robert J. Lees) looks specifically at professional services firms and their evolving needs in terms of leadership. The authors cite competition and external expectations as two of the key factors driving this evolution, and offer insight into the types of activities leaders at these firms must carry out effectively in order to be successful. For consultants working with these firms, this book can offer some new strategies when it comes to creating the right culture and alignment in terms of talent, market and organizational challenges. So, if the leaders you're working with aren't born, reading this book may help them get made.

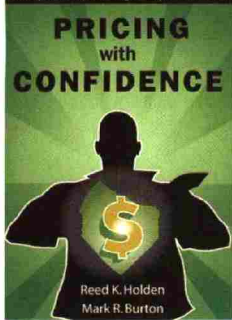
**Lessons From Private Equity Any Company Can Use**

Orit Gadish and Hugh MacArthur  
 126 pages, \$18,  
 Harvard Business Press



Private equity firms know how to build value—and the insight their methodologies offer can be applied to any company, say two top names at Bain & Company, Chairman Orit Gadish and partner and practice leader Hugh MacArthur. *Lessons From Private Equity Any Company Can Use*, part of Harvard's Memo to the CEO series, outlines a step-by-step process designed to enhance the value of any organization. Key themes include developing a blueprint for change and fostering a results-oriented mindset. Gadish and MacArthur are truly part of the go-to team on private equity—the firm was the first management consulting firm to develop a practice solely dedicated to that faction. The book harnesses the brainpower at Bain and puts its advice into a quick read—ideal for companies that can't afford Bain's hourly rate, but would benefit greatly from its knowledge.

10 Ways to Stop Leaving Money on the Table



**Pricing With Confidence**

10 Ways to Stop Leaving Money on the Table  
 Reed K. Holden  
 and Mark R. Burton  
 208 pages, \$29.95, Wiley

Dr. Reed K. Holden, founder of pricing consultancy Holden Advisors, and Mark R. Burton, say they have a plan for a company's products to generate more revenue—and, as experts in the field, can authoritatively say that it has nothing to do with lowering prices. Instead, they maintain, it's about generating value around a product, and having consumers find that same value in it for themselves. Their goal is to get companies away from haggling with customers over price, which hurts the bottom line and diminishes the value of goods in customers' eyes. With the authors' 10 rules for successful pricing, companies can instead focus on creative ways to sell instead of always resorting to a price drop.

