



# **Leadership and the Sexes: Using Gender Science to Create Success in Business (J-B US non-Franchise Leadership)**

*Michael Gurian*

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Michael Gurian's trademark use of brain science in gender studies together with real life examples of what is currently happening in business leadership make this an important resource for businesses and organizations. It provides new vision and useful practical applications, helping women and men in the workplace become more effective and fulfilled, and ultimately helping businesses and business leaders realize increased profits. Through examples and case studies from companies like Kodak, Nike, Nintendo, Home Depot, Proctor & Gamble, Avon, and Disney, the book shows readers how ignoring gender diversity actually impedes the true potential of any business.

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