



Shelf Life

Book reviews from Larry Cox

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Influence: How Women's Soaring Economic Power Will Transform Our World for the Better
By Maddy Dychtwald with Christine Larson (Voice, \$24.99)

According to Maddy Dychtwald, a nationally recognized demographer, marketing executive and entrepreneur, women are at the cusp of new financial power and how they use that power could transform our world in ways beyond our wildest imaginations. It is a world that has come about because of the dramatic changes in women's roles in the family, the workplace, the marketplace, and the world at large. Statistical evidence suggests that this paradigm shift will improve the lives, and fortunes, of both women and men in that more children will have quality health care and education, workplaces will be more responsible to families, men will experience new freedoms and opportunities to pursue more meaningful careers, and corporations and nations led by women will remain relevant and thrive. This highly readable book provides a new model of how the economic rise of women will take womanpower to a new level and how that power is used will determine to a great degree the quality of life that we share.

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