

What Works

Gender Equality by Design

Shortlisted for the *Financial Times* and McKinsey Business Book of the Year Award A *Financial Times* Best Business Book of the Year A *Times Higher Education* Book of the Week Best Business Book of the Year, 800-CEO-READ

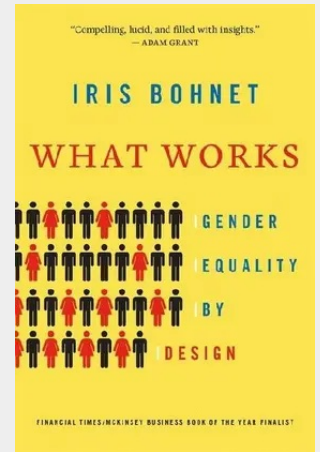
Gender equality is a moral and a business imperative. But unconscious bias holds us back, and de-biasing people's minds has proven to be difficult and expensive. By de-biasing organizations instead of individuals, we can make smart changes that have big impacts. Presenting research-based solutions, Iris Bohnet hands us the tools we need to move the needle in classrooms and boardrooms, in hiring and promotion, benefiting businesses, governments, and the lives of millions. "Bohnet assembles an impressive assortment of studies that demonstrate how organizations can achieve gender equity in practice...*What Works* is stuffed with good ideas, many equally simple to implement." — Carol Tavis, *Wall Street Journal* "A practical guide for any employer seeking to offset the unconscious bias holding back women in organizations, from orchestras to internet companies." —Andrew Hill, *Financial Times*

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