



**Hidden by Gender: What Women Need to Know  
About Gender Bias to Shine in the Corporate  
Space & the Marketplace (A Leadership Hand®  
Book)**

*Beth Hand*

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# Hidden by Gender: What Women Need to Know About Gender Bias to Shine in the Corporate Space & the Marketplace (A Leadership Hand® Book)

*Beth Hand*

## **Hidden by Gender: What Women Need to Know About Gender Bias to Shine in the Corporate Space & the Marketplace (A Leadership Hand® Book) Beth Hand**

**Hidden by Gender** reveals the hidden playing field in business and provides a clear path so that you can shine even brighter creating more success for yourself and the world. Part 1 presents the global picture. It's an unequal world for women and girls. For many, their very survival is at stake. Part 2 shows how "gender" can hide women and men; reveals the hidden playing field; and offers a practical mindset to help you authentically level it! Part 3 provides proven strategies to help you (and your team) shine your brightest in the corporate space and the marketplace.

This book is for women businesses owners and women leading in organizations who want to have a bigger impact on the world and greater success. It's a book for executives, managers or supervisors who want to tap into the powerhouse women represent.

This sixth book in the *Hidden Stakeholders, Hidden Solutions* series was inspired by the author's passionate belief in women and business, and the importance of small and growing businesses in second and first world countries, as catalysts for global good. She wanted to understand why it's an unequal world for women, and why at times in her career and leading her own business, she felt like there was a hidden playing field with different rules for men and women.

That quest led to unexpected insights from conversations with pioneering innovators like **Dr. Kevin McCabe**, a neuro-economist--someone who studies the brain and how people make decisions in business contexts, and **Elizabeth Vazquez**, CEO and Co-Founder of WEConnect International, an organization that helps women businesses globally get into multinational supply chains. It led to discovering groundbreaking research from behavioral economics experts **Dr. Uri Gneezy** and **Dr. John List**, and **Dr. Faye Crosby**, a social psychologist specializing in social justice.

Combining this research with her extensive experience with leaders and their teams in Fortune 500 companies to small and medium-sized enterprises, Beth Hand offers readers **SHINE**--high level strategies to help women shine their brightest in the corporate space and the marketplace, and to do so in a way to creates an inclusive world for all--women and men, girls and boys.

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