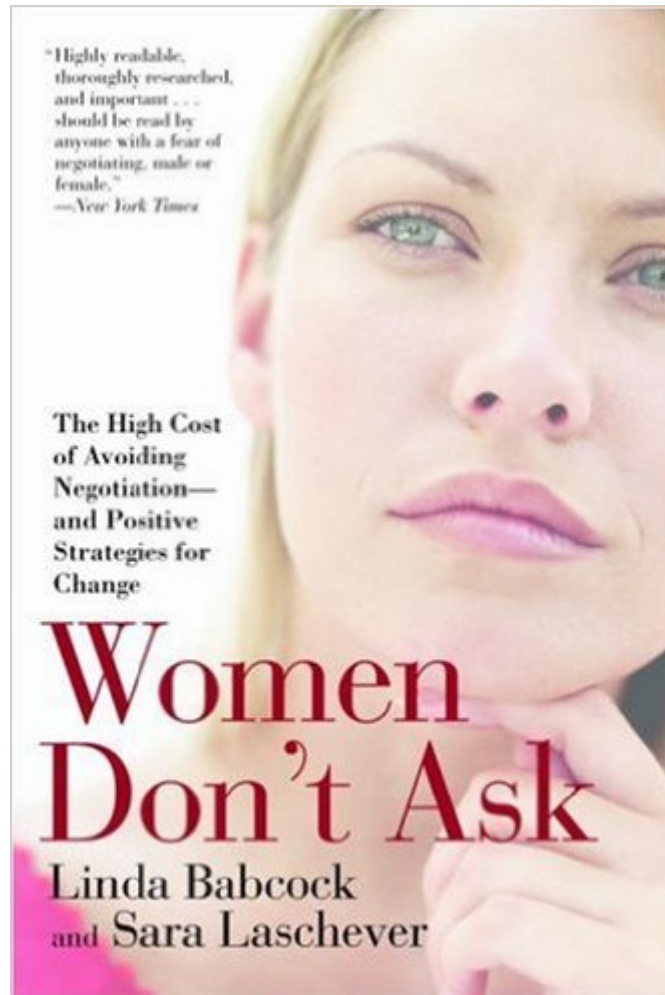


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# Women Don't Ask: The High Cost Of Avoiding Negotiation--and Positive Strategies For Change



## Synopsis

Combining fascinating research with revealing commentary from hundreds of women, this groundbreaking book explores the personal and societal reasons women seldom ask for what they need, want, and deserve at home and at work—and shows how they can develop this crucial skill. By neglecting to negotiate her starting salary for her first job, a woman may sacrifice over half a million dollars in earnings by the end of her career. Yet, as research reveals, men are four times more likely to ask for higher pay than are women with the same qualifications. From career promotions to help with child care, studies show time and again that women don't ask—and frequently don't even realize that they can. *Women Don't Ask* offers real-life examples of the differences between the negotiating habits of men and women, and guides women in retooling their attitudes and approaches. Discover how to:

- Take the first step—choosing to negotiate at all
- Develop a comfortable, effective negotiation style
- Overcome fear, personal entitlement issues, and gender stereotypes

## Book Information

Paperback: 272 pages

Publisher: Bantam; Reprint edition (February 27, 2007)

Language: English

ISBN-10: 0553383876

ISBN-13: 978-0553383874

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (30 customer reviews)

Best Sellers Rank: #40,400 in Books (See Top 100 in Books) #58 in [Books > Business & Money > Management & Leadership > Negotiating](#) #61 in [Books > Business & Money > Women & Business](#) #432 in [Books > Business & Money > Business Culture > Motivation & Self-Improvement](#)

## Customer Reviews

Another in my series of reading books that my wife has left lying around the house. This book studies why women don't seem to ask for things as frequently as men do - and the impact of not asking. I was fascinated by the data presented - in short, that (in general) men seem to view everything in life as negotiable, while women consider most things as non-negotiable. In fact, I noticed this yesterday at the local Big 5 store - the guy in front of me just flat out asked for an extra

discount - no reason given - and he got 10% off, just for asking. I asked about a AAA discount, but the clerk seemed to have run out of freebies. This book was certainly useful to me as we bought a car and arranged to have our house painted during the period I read it. (Total savings, \$700 and I could have done better). This book was also very relevant to me as a parent, as I see Matthew always asks for what he wants, with no qualms at all - whereas Emily is more hesitant as she considers the ramifications of her request (will I get mad, will relationships be endangered, perhaps I will guess what she wants without her having to ask, etc.). All in all, lots of good lessons for Emily and I. Also, the book does not simply say "men ask for more, they get more, women should be like men" - but rather point out ways in which women's typical negotiating style (relationship oriented) can work out well in the long run and how women can leverage that style to be more effective. But I think it also helps women to realize that much of life is actually negotiable and that there are opportunities waiting to be grabbed. *Women Don't Ask* is one of the best blends of "journalism + academic writing" that I have seen.

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