

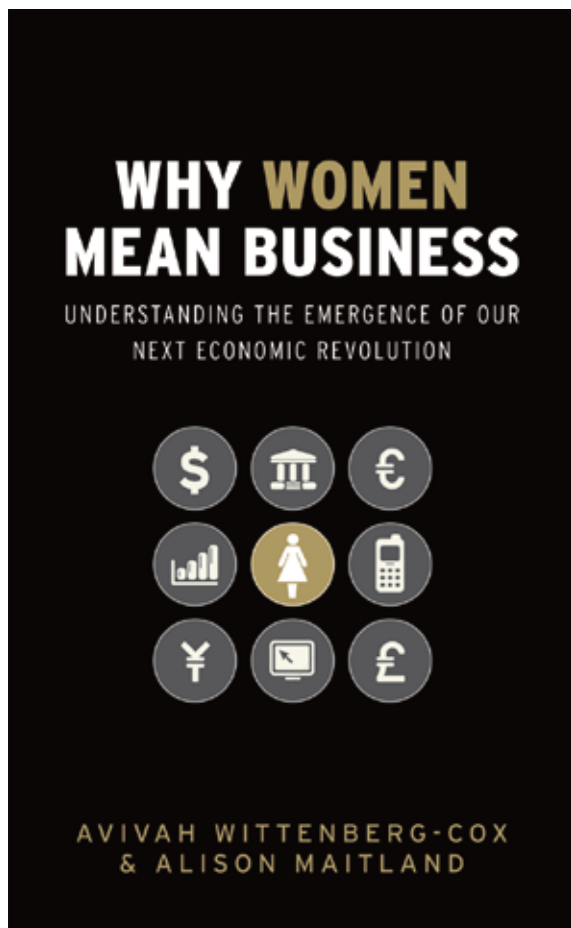
WHSmith

cordially invites you to
an author evening with

Avivah Wittenberg-Cox & Alison Maitland

as they present and sign

Why Women Mean Business: *Understanding the Emergence of our next Economic Revolution*



**Tuesday
19th February
7:30 p.m.**

This powerful new book analyses the opportunities available to companies that really understand what motivates women in the workplace and the marketplace. The optimisation of women's talents will boost the bottom line. Taking action to achieve this will require sustained courage and conviction from today's corporate leaders. Reading *Why Women Mean Business* will be an important first step.

RSVP on our events page at:
www.whsmith.fr
or by phone: +33(0)1 44 77 88 99

Special thanks to John Wiley & Sons for making this event possible.

248 rue de Rivoli - 75001 Paris - M° Concorde