

Women In The News

Women Rising: How Women Will Learn, Work And Start Businesses In The 21st Century

(NAPSA)—Women have become more vital to America's prosperity than ever. Without their activity in the U.S. workforce, the economy would shrink by 25 percent.

A new book by the vice president and managing director of Apollo Research Institute finds that women's contributions to management, small business and job creation are at an all-time high. In "Society 3.0: How Technology Is Reshaping Education, Work and Society," Dr. Tracey Wilen-Daugenti describes how women's changing roles and rising rates of educational achievement are helping them master the challenges of career while maintaining work/life balance.

A former Silicon Valley executive, Dr. Wilen-Daugenti says that more women leaders are emerging as societal perceptions evolve. Rising numbers of Americans now believe women should be the major family breadwinner, she writes, and men are assuming a fairer share of home and family duties to compensate.

Although women still earn only 77 percent of what their male colleagues earn for comparable work, they bring home 44 percent of U.S. household income. They fared better than men during the Great Recession, however, with only 25 percent of layoffs affecting female employees. And women-owned firms are responsible for over 23 million jobs and \$3 trillion in annual economic impact.



Degree-holding women will prosper in tomorrow's competitive job market.

Women are finding creative ways to bust stereotypes while launching satisfying careers. Self-employment is one path; 35 percent of all solo entrepreneurs are women, and their numbers are increasing by 23 percent annually. "Women can also stand out by entering traditionally male-dominated careers such as science, engineering and computer technology, where salaries happen to be highly competitive," Dr. Wilen-Daugenti says.

Education is helping to close the gap. Women are now earning more higher degrees than men. And more female managers hold bachelor's or master's degrees than do male managers. "These trends position women to prevail in a competitive future," says Dr. Wilen-Daugenti.

For more information about "Society 3.0," visit www.apolloresearchinstitute.com.