



Interesting reads to share with network

# April 2018

<b>Author:</b>	Harvard Business Review
<b>Title:</b>	How Women Can Develop — and Promote — Their Personal Brand
<b>Link:</b>	<a href="https://hbr.org/2018/03/how-women-can-develop-and-promote-their-personal-brand">https://hbr.org/2018/03/how-women-can-develop-and-promote-their-personal-brand</a>

<b>Author:</b>	Forbes
<b>Title:</b>	Why Don't More Women Negotiate?
<b>Link:</b>	<a href="https://www.forbes.com/sites/forbescoachescouncil/2017/07/13/why-dont-more-women-negotiate/#49240c8ee769">https://www.forbes.com/sites/forbescoachescouncil/2017/07/13/why-dont-more-women-negotiate/#49240c8ee769</a>

# March 2018

<b>Author:</b>	Harvard Business Review
<b>Title:</b>	When Faced with Conflict, Try an Introspective Approach
<b>Link:</b>	<a href="https://hbr.org/2017/11/when-faced-with-conflict-try-an-introspective-approach">https://hbr.org/2017/11/when-faced-with-conflict-try-an-introspective-approach</a>

<b>Author:</b>	International Women's Day
<b>Title:</b>	#PressforProgress
<b>Link:</b>	<a href="https://www.internationalwomensday.com/Theme">https://www.internationalwomensday.com/Theme</a>

# January & February 2018

<b>Author:</b>	Forbes
<b>Title:</b>	Female leaders wear black for a reason
<b>Link:</b>	<a href="http://www.forbes.com/sites/sallypercy/2018/01/07/female-leaders-wear-black-for-a-reason/">http://www.forbes.com/sites/sallypercy/2018/01/07/female-leaders-wear-black-for-a-reason/</a>

<b>Author:</b>	Ted Talks – Amy Cuddy
<b>Title:</b>	Power Posing
<b>Link:</b>	<a href="https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are">https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are</a>

<b>Author:</b>	Forbes
<b>Title:</b>	Great Leadership Starts with Self Awareness
<b>Link:</b>	<a href="https://www-forbes-com.cdn.ampproject.org/c/s/www.forbes.com/sites/ellevate/2018/02/15/self-awareness-being-more-of-what-makes-you-great/amp/">https://www-forbes-com.cdn.ampproject.org/c/s/www.forbes.com/sites/ellevate/2018/02/15/self-awareness-being-more-of-what-makes-you-great/amp/</a>

<b>Author:</b>	BBC
<b>Title:</b>	Car industry: Who's the biggest of them all?
<b>Link:</b>	<a href="http://www.bbc.co.uk/news/business-43028005">http://www.bbc.co.uk/news/business-43028005</a>

# November 2017

<b>Author:</b>	Forbes
<b>Title:</b>	Expert Advice For Powerful Communication In Leadership
<b>Link:</b>	<a href="https://www.forbes.com/sites/forbescoachescouncil/2017/11/09/expert-advice-for-powerful-communication-in-leadership/#60ae30126471">https://www.forbes.com/sites/forbescoachescouncil/2017/11/09/expert-advice-for-powerful-communication-in-leadership/#60ae30126471</a>

<b>Author:</b>	Wired
<b>Title:</b>	Who's ready to put their kid of a self-driving school bus
<b>Link:</b>	<a href="https://www.wired.com/story/self-driving-school-bus/">https://www.wired.com/story/self-driving-school-bus/</a>

<b>Author:</b>	Wired
<b>Title:</b>	Dyson to make cars (will they vacuum clean our streets too?)
<b>Link:</b>	<a href="https://www.wired.com/story/dyson-electric-car/">https://www.wired.com/story/dyson-electric-car/</a>

# October 2017

<b>Author:</b>	BBC News
<b>Title:</b>	Is 'confidence gap' holding women back?
<b>Link:</b>	<a href="http://www.bbc.co.uk/news/world-41444682">http://www.bbc.co.uk/news/world-41444682</a>

<b>Author:</b>	Wards Auto
<b>Title:</b>	The positive impact of predictive analytics
<b>Link:</b>	<a href="http://wardsauto.com/retail/how-predictive-analytics-drive-sales">http://wardsauto.com/retail/how-predictive-analytics-drive-sales</a>

<b>Author:</b>	Consumer Reports
<b>Title:</b>	Future of Retail
<b>Link:</b>	<a href="https://www.consumerreports.org/buying-a-car/automakers-make-it-easier-to-buy-car-without-visiting-a-dealership/">https://www.consumerreports.org/buying-a-car/automakers-make-it-easier-to-buy-car-without-visiting-a-dealership/</a>

# September 2017

<b>Author:</b>	BCG.com
<b>Title:</b>	Getting the most from your diversity dollars?
<b>Link:</b>	<a href="https://www.bcg.com/en-gb/publications/2017/people-organization-behavior-culture-getting-the-most-from-diversity-dollars.aspx">https://www.bcg.com/en-gb/publications/2017/people-organization-behavior-culture-getting-the-most-from-diversity-dollars.aspx</a>

# August 2017

<b>Author:</b>	David Sproul (Deloitte)
<b>Title:</b>	Jobs for the boys. Or girls?
<b>Link:</b>	<a href="https://www.linkedin.com/pulse/jobs-boys-girls-david-sproul">https://www.linkedin.com/pulse/jobs-boys-girls-david-sproul</a>

<b>Author:</b>	BBC News
<b>Title:</b>	Will you need a driving licence in the age of self-driving cars?
<b>Link:</b>	<a href="http://www.bbc.co.uk/news/technology-40570592">http://www.bbc.co.uk/news/technology-40570592</a>

<b>Author:</b>	E&T
<b>Title:</b>	Recruiters turn to games to discover untapped engineering potential
<b>Link:</b>	<a href="https://eandt.theiet.org/content/articles/2017/07/recruiters-turn-to-games-to-discover-untapped-engineering-potential/">https://eandt.theiet.org/content/articles/2017/07/recruiters-turn-to-games-to-discover-untapped-engineering-potential/</a>



# July 2017

<b>Author:</b>	LinkedIn
<b>Title:</b>	Uber was not the worst offender in the tech industry; it was just the one that got caught
<b>Link:</b>	<a href="https://www.linkedin.com/pulse/uber-worst-offender-tech-industry-just-one-got-caught-vivek-wadhwa">https://www.linkedin.com/pulse/uber-worst-offender-tech-industry-just-one-got-caught-vivek-wadhwa</a>

# June 2017

<b>Author:</b>	Automotive News
<b>Title:</b>	To women of the auto industry: Be yourself
<b>Link:</b>	<a href="http://www.autonews.com/article/20170306/OEM02/303069994/to-women-of-the-auto-industry%3A-be-yourself">http://www.autonews.com/article/20170306/OEM02/303069994/to-women-of-the-auto-industry%3A-be-yourself</a>

<b>Author:</b>	Forbes
<b>Title:</b>	How To Identify And Banish Power Differentials To Advance More Women To Leadership Roles'
<b>Link:</b>	<a href="https://www.forbes.com/sites/forbescoachescouncil/2017/06/23/how-to-identify-and-banish-power-differentials-to-advance-more-women-to-leadership-roles/#5bbb7651141d">https://www.forbes.com/sites/forbescoachescouncil/2017/06/23/how-to-identify-and-banish-power-differentials-to-advance-more-women-to-leadership-roles/#5bbb7651141d</a>

<b>Author:</b>	Harvard Business Review
<b>Title:</b>	Having the Here's-What-I-Want Conversation With Your Boss
<b>Link:</b>	<a href="https://hbr.org/2015/11/having-the-heres-what-i-want-conversation-with-your-boss">https://hbr.org/2015/11/having-the-heres-what-i-want-conversation-with-your-boss</a>

<b>Author:</b>	BBC News
<b>Title:</b>	How I could have stolen my old car using my smartphone
<b>Link:</b>	<a href="http://www.bbc.co.uk/news/business-40324983">http://www.bbc.co.uk/news/business-40324983</a>

<b>Author:</b>	Boeing
<b>Title:</b>	Women Make Us Better campaign video
<b>Link:</b>	<a href="http://www.boeing.com/careers/organizations/women-make-us-better/">http://www.boeing.com/careers/organizations/women-make-us-better/</a>



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