

# Essay on men vs women

War, Intelligence



men vs women. txt A male brain is about 10% larger than the female brain and has 5% more brain cells. That sounds like good news for men but the female brain more than makes up for its disparity in size in other ways. But women have more nerve cells in certain areas. Women also tend to have a larger corpus collusum - the group of nerve fibers that connects left and right hemispheres. That makes women faster at transferring data between the computational, verbal left half and the intuitive, visual right half. Result: Women are more flexible and find it easier to multitask. Men are usually left-brain oriented. That often makes them better at solving abstract equations and problems. Men are stronger than women, generally, strength-wise that is. While men, assuming inheritance of strength and decisiveness, didn't ever have to prove it to the other sex — never really cared of what the other sex will evolve into in order to prove its worth. For all you can guess, this is a story, eons ago — when strength was required to earn the bread. it doesn't now and never did require body strength to make a phone call to the local shop keeper or to negotiate with the advertising agency you are working with. For another thing, it doesn't even require body strength to sit in a tractor with auto steer these days, anyway! So what may have been historically true about society certainly doesn't need to be true about agriculture now or in the future. With strength taken out for our Marketing question, the denominator is now equal for both sex and gets both under fair judgement. Baby girls, as young as 12 months old, respond more empathetically to the distress of other people. When asked to judge when someone might have said something potentially hurtful, girls score higher than boys from the age of seven years old. They are better at decoding non-

verbal communication, picking up subtle nuances from tone of voice or facial expression, or judging a person's character. A recent study from Cambridge University has shown a link between the amount of testosterone a boy receives in the womb and his inability to establish eye contact with others as a small boy. The inference is that men, having had their brains bathed in testosterone for seven months, are much less able to establish an understanding and connection with others. There is, perhaps, no greater skill for a marketer than empathy. While the media and outsiders tend to perceive marketing as a matter of spin and persuasion, the reality has always been very different. Marketing is fundamentally a challenge of understanding. The first and foremost issue for marketers is to understand their consumer and bring that understanding into the organisation. >>>

The British newspaper, Daily Mail, quotes James Flynn, considered an authority on IQ tests, saying that while that in the last 100 years the IQ scores of both men and women have risen, those of women have risen faster. IQ is normally linked to better educational and workplace opportunities, it was only a matter of time before women, who have been traditionally denied these opportunities, catch up. But what sent my antenna shooting up is his "possible explanation" that this is linked to women multitasking between raising a family and managing a career as well. >>>

Harvard psychologist Howard Gardner, who pointed out that there was not one, but at least eight different types of intelligence. And it is this multiple intelligence quotient which finally decides how smart or brilliant a person is, irrespective of gender. A loose distinction that is made while comparing the grey cells on gender basis is that while men excel in math and spatial skills,

women are better at verbal communication. But multiple intelligence is much more than that... mathematical/logical, spatial (picture smart), musical, linguistic, interpersonal, intrapersonal, naturalist, linguistic and bodily kinaesthetic. The grim reality is that there is only one Indra Nooyi, a handful of female heads of State, only a marginally higher number of women CEOs of smaller corporations, and so on. But, then, very often, it is we women who hold ourselves back, for multiple reasons. Forget the obstacles placed in our path by others - of both genders - if we can break free from the self-imposed shackles that slow, trip or destroy us, we won't need research studies to tell us how smart, special or exceptional we are. >>> Nearly 11 million privately held companies are now majority-owned (50 percent stake or greater) by women, according to the Center for Women Business Research (CWBR), based in Washington, D. C. That accounts for nearly half (47.7 percent) of all private companies in the United States. In addition, women-owned companies now generate \$2.5 trillion in annual sales and employ 19 million people nationwide. >>>> By communicating goals more readily and expressing appreciation more often, women tend to be better at making staffers feel recognized and rewarded. That translates into cost-effective staffing and recruiting. Page 2