

Gender Issues

“If she is to deal with men, a first blunder would be that she can leave it all to them.... In her business relations a woman’s manner should be affable, dignified and business-like.”

Excerpt from Chapter II: Women in Their Business Affairs

The House and Home

A Practical Book

by William O. Stoddard

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1894



Cynthia’s 21st Century Observation

Ah, wonderful advice indeed, but I would hasten to add that this advice need not be gender specific. Whether female or male, the performance of due diligence is imperative to the success of any business venture. Whether employing in-house staff or outside experts and professionals, “leaving it all to them” can spell disaster. Undoubtedly, it can be difficult to review the work of those hired or engaged for an expertise not held by the owner of the business. None-the-less, wise is the business owner who cultivates specialty expertise, making it possible to, as has famously been stated, “Trust, but Verify.”



Delineator Jan 1902, author’s collection