Socialization, Sexism, And Stereotyping: Women's Issues In Nursing

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This book attempts to add some perspectives to the developmental and discriminatory issues facing women in contemporary American society. It also attempts to link these issues to the problems facing nurses and the profession of nursing. This book is presented in the form of a reader that focuses on women's issues in nursing. "Women are athletes in their own right and the media would do well to think about tackling the conscious and unconscious bias that exists. But the debate in itself is progress; without increased profile and coverage, we wouldn't be having this discussion," she explains. However, the pace of progress particularly in terms of the "investment gap" between men's and women's sport is frustratingly slow for industry leaders. Clearly, in order to create an emotional connection, brands need to ditch the stereotyping and support women's goals. And with seven million women engaging in sport in the UK, there is an established platform.