

1950s good housewife guide

1950s good housewife guide offers a detailed look into the quintessential roles and responsibilities that defined the ideal homemaker during the mid-20th century. This comprehensive article explores the cultural expectations, daily routines, and practical skills that characterized the archetype of a good housewife in the 1950s. From managing household chores with efficiency to mastering cooking and child-rearing techniques, the guide provides an in-depth understanding of the domestic life that many aspired to at the time. Additionally, it highlights the importance of etiquette, appearance, and social roles that were integral to the 1950s good housewife identity. By examining these aspects, the article sheds light on the societal norms and values that shaped domestic life in postwar America. The following sections will cover key elements including household management, meal preparation, child care, and maintaining a polished home environment.

- Household Management and Daily Routines
- Cooking and Meal Preparation
- Child-Rearing Practices
- Home Maintenance and Cleanliness
- Appearance and Etiquette

Household Management and Daily Routines

Effective household management was central to the 1950s good housewife guide, emphasizing organization, timeliness, and efficiency. The 1950s housewife was often regarded as the manager of the home, responsible for coordinating daily activities, budgeting, and ensuring a smooth-running household. Daily routines were structured around morning, afternoon, and evening tasks to maintain order and cleanliness.

Time Management and Scheduling

Time management was essential in balancing various responsibilities. Good housewives typically adhered to strict schedules, allocating specific times for cleaning, cooking, laundry, and personal care. This regimented approach helped prevent household chaos and ensured all chores were completed promptly.

Budgeting and Household Finances

Managing the household budget was another critical skill. The 1950s good housewife was expected to oversee grocery shopping, utility bills, and other expenses, often making the most of limited resources. Coupons, sales, and bulk buying were common strategies to stretch the family budget effectively.

Organizational Skills

Keeping the home organized involved not only tidying but also maintaining inventories of food, cleaning supplies, and clothing. A well-stocked pantry and orderly closets were signs of a competent housewife. Planning ahead minimized waste and ensured readiness for unexpected guests or events.

Cooking and Meal Preparation

Meal preparation was a cornerstone of the 1950s good housewife guide, with emphasis on nutritious, appealing, and economical cooking. Housewives were expected to prepare three balanced meals daily, catering to the tastes and nutritional needs of their families. Recipes often included classic American dishes, incorporating convenience foods that became popular during the decade.

Breakfast, Lunch, and Dinner Essentials

The typical daily menu reflected traditional meal patterns. Breakfast usually consisted of eggs, toast, and coffee, while lunch might be lighter, such as sandwiches or soups. Dinner was the main meal, often featuring meat, vegetables, and starches, prepared with care and attention to presentation.

Incorporating Convenience Foods

The 1950s saw the rise of canned goods, frozen foods, and boxed mixes, which housewives used to save time without sacrificing quality. Good housewives skillfully combined these convenience items with fresh ingredients to create wholesome meals, demonstrating adaptability and resourcefulness.

Meal Planning and Leftover Management

Planning weekly menus helped reduce grocery costs and minimize food waste. Leftovers were creatively repurposed into new dishes, reflecting frugality and culinary ingenuity. This practice was an essential part of efficient kitchen management.

Child-Rearing Practices

Raising well-behaved and healthy children was a fundamental responsibility outlined in the 1950s good housewife guide. Child care encompassed physical nurturing, moral education, and social etiquette training. The housewife's role extended beyond basic care to shaping the character and habits of her children.

Health and Nutrition for Children

Providing balanced diets, regular medical check-ups, and hygienic living conditions were priorities. Good housewives ensured their children received

proper nutrition and maintained routines that promoted physical well-being.

Discipline and Moral Instruction

Discipline was administered consistently and kindly, with an emphasis on respect, manners, and obedience. Moral instruction often included teaching values such as honesty, responsibility, and kindness, preparing children to become respectable members of society.

Educational and Social Development

Encouraging educational achievement and social skills was integral to child-rearing. Housewife duties involved helping with homework, organizing playdates, and fostering friendships that aligned with family values.

Home Maintenance and Cleanliness

Maintaining a clean and attractive home environment was a visible indicator of a 1950s good housewife's competence. Regular cleaning routines, seasonal deep cleaning, and attention to detail were expected to create a welcoming and comfortable household.

Daily and Weekly Cleaning Tasks

Daily tasks included tidying rooms, washing dishes, and laundry, while weekly chores covered vacuuming, dusting, and bathroom cleaning. The housewife often used specific cleaning agents and tools designed to maximize efficiency and effectiveness.

Seasonal and Special Occasion Preparations

Spring cleaning was a major event involving thorough decluttering and deep cleaning. Additionally, preparing the home for holidays or guests required extra effort to ensure every area was spotless and well-decorated.

Maintaining Household Appliances

Proper care and maintenance of household appliances such as washing machines, refrigerators, and ovens were essential. Good housewives were knowledgeable about troubleshooting minor issues and performing routine upkeep to prolong appliance lifespan.

Appearance and Etiquette

Personal appearance and social etiquette were significant components of the 1950s good housewife guide. Maintaining a polished look and displaying proper manners were seen as reflections of pride in one's home and family.

Personal Grooming and Dress

Housewives typically dressed neatly, often wearing dresses or skirts with coordinated accessories. Hair was styled carefully, and makeup was applied in moderation to present a refined, approachable image throughout the day.

Social Etiquette and Hosting

Good housewives were skilled hosts, capable of organizing social gatherings, tea parties, and family events with grace. Etiquette extended to polite conversation, table manners, and hospitality, creating a warm and respectful atmosphere for guests.

Balancing Tradition with Modern Influences

While adhering to traditional values, many 1950s housewives also incorporated emerging cultural trends into their appearance and social practices. This balance allowed them to remain relevant and respected within their communities.

- Establish a consistent daily routine
- Plan meals ahead to optimize time and resources
- Prioritize cleanliness and organization
- Focus on nurturing and educating children
- Maintain personal appearance with care
- Practice courteous social behavior

Frequently Asked Questions

What were the main responsibilities of a good housewife in the 1950s?

A good housewife in the 1950s was expected to manage household chores such as cooking, cleaning, laundry, and child-rearing, while also supporting her husband's career and maintaining a pleasant home environment.

How did 1950s good housewife guides influence women's roles during that era?

These guides reinforced traditional gender roles by promoting domesticity, encouraging women to find fulfillment primarily through homemaking, child care, and supporting their husbands, which limited women's opportunities outside the home.

What kind of advice did 1950s good housewife guides typically offer?

They typically offered advice on efficient housekeeping, meal planning, child-rearing techniques, etiquette, budgeting, and maintaining a well-organized and attractive home to please the family and guests.

Were 1950s good housewife guides accessible to all women?

While many guides were widely available through books, magazines, and newspapers, they primarily targeted middle-class suburban women and often did not address the experiences or challenges of working-class or minority women.

How did cooking feature in the 1950s good housewife guides?

Cooking was a central focus, with guides providing recipes, meal plans, and tips for quick and nutritious meals, often emphasizing convenience foods and promoting the use of new kitchen appliances like refrigerators and electric ovens.

Did 1950s good housewife guides address women's education or career aspirations?

Generally, these guides discouraged women from pursuing education or careers outside the home, instead emphasizing the importance of being a dedicated homemaker and supporting their husband's professional success.

What role did appearance and grooming play in the 1950s good housewife ideal?

Appearance and grooming were emphasized as important, with advice encouraging women to maintain a neat, feminine look to boost their confidence and attractiveness, reflecting societal expectations of the era.

How did 1950s good housewife guides view marriage and family life?

They portrayed marriage and family life as the ultimate goals for women, stressing the importance of being a loving wife and mother, creating a stable household, and nurturing family harmony.

Are 1950s good housewife guides still relevant today?

While some practical household tips may still be useful, many of the guides' ideals are considered outdated today, as societal views on gender roles, women's rights, and family dynamics have evolved significantly.

Additional Resources

1. *The Good Housewife's Companion: Timeless Tips from the 1950s*

This classic guide offers practical advice on homemaking, from meal planning and cooking to cleaning and child-rearing. It captures the essence of 1950s domestic ideals, emphasizing grace, efficiency, and family care. Readers will find vintage recipes, sewing patterns, and etiquette tips that defined the era's good housewife.

2. *Modern Homemaking: The 1950s Woman's Handbook*

A comprehensive manual designed to help women manage their households with confidence and style. This book covers everything from budgeting and grocery shopping to hosting the perfect dinner party. It reflects the social expectations of the time while encouraging pride in domestic skills.

3. *Perfecting the Art of Home Cooking: A 1950s Housewife's Guide*

Filled with classic recipes and kitchen hacks, this book is a nostalgic journey through mid-century American cuisine. It offers step-by-step instructions for preparing wholesome meals that please the entire family. Additionally, it shares tips on pantry organization and meal presentation.

4. *Efficient Home Management: Secrets of the 1950s Housewife*

This guide focuses on time-saving techniques and organizational strategies to maintain a smooth-running household. It includes advice on cleaning routines, laundry care, and managing household inventories. The book aims to help women maximize productivity while maintaining a warm home environment.

5. *The Elegant Entertainer: Hosting with 1950s Flair*

Learn how to throw stylish and memorable gatherings with this entertaining guide. It covers menu planning, table settings, and appropriate social etiquette for guests and hosts alike. The book captures the charm and sophistication expected of a good housewife in the 1950s social scene.

6. *Family First: Childcare and Nurturing in the 1950s Home*

This book offers insights into parenting philosophies and childcare practices of the 1950s. It emphasizes the role of the mother as caregiver and moral guide, with tips on education, discipline, and fostering family bonds. Readers gain an understanding of the era's approach to raising well-rounded children.

7. *Sewing and Mending: The 1950s Housewife's Guide to Clothing Care*

Dedicated to clothing maintenance, this book teaches essential sewing skills, from simple repairs to creating garments. It encourages thriftiness and creativity, helping women extend the life of their wardrobes. Detailed illustrations provide easy-to-follow instructions for beginners and experienced sewers alike.

8. *Beauty and Poise: Self-Care Tips for the 1950s Housewife*

Beyond homemaking, this guide focuses on the importance of personal grooming and maintaining a polished appearance. It includes makeup tutorials, haircare advice, and fashion tips aligned with 1950s trends. The book promotes confidence and elegance as key attributes for women of the era.

9. *The Frugal Homemaker: Budgeting and Saving in the 1950s Household*

A practical resource for managing household finances with thrift and ingenuity. It offers budgeting worksheets, money-saving tips, and creative reuse ideas to stretch every dollar. This book reflects the economic mindset of the 1950s housewife, balancing frugality with quality living.

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1950s good housewife guide: *The Smart Wife* Yolande Strengers, Jenny Kennedy, 2020-09-01 The life and times of the Smart Wife—feminized digital assistants who are friendly and sometimes flirty, occasionally glitchy but perpetually available. Meet the Smart Wife—at your service, an eclectic collection of feminized AI, robotic, and smart devices. This digital assistant is friendly and sometimes flirty, docile and efficient, occasionally glitchy but perpetually available. She might go by Siri, or Alexa, or inhabit Google Home. She can keep us company, order groceries, vacuum the floor, turn out the lights. A Japanese digital voice assistant—a virtual anime hologram named Hikari Azuma—sends her “master” helpful messages during the day; an American sexbot named Roxxy takes on other kinds of household chores. In *The Smart Wife*, Yolande Strengers and Jenny Kennedy examine the emergence of digital devices that carry out “wifework”—domestic responsibilities that have traditionally fallen to (human) wives. They show that the principal prototype for these virtual helpers—designed in male-dominated industries—is the 1950s housewife: white, middle class, heteronormative, and nurturing, with a spick-and-span home. It's time, they say, to give the Smart Wife a reboot. What's wrong with preferring domestic assistants with feminine personalities? We like our assistants to conform to gender stereotypes—so what? For one thing, Strengers and Kennedy remind us, the design of gendered devices re-inscribes those outdated and unfounded stereotypes. Advanced technology is taking us backwards on gender equity. Strengers and Kennedy offer a Smart Wife “manifesta,” proposing a rebooted Smart Wife that would promote a revaluing of femininity in society in all her glorious diversity.

1950s good housewife guide: *Tackling Rape Culture: Ending Patriarchy* Jan Jordan, 2022-07-08 In *Tackling Rape Culture: Ending Patriarchy*, Jan Jordan asks why, despite decades of feminist activism, does rape culture remain so endemic within contemporary society. She argues that, in order to understand the global pandemic of sexual violence, we must view rape culture as a consequence of the social divisiveness that emerges from the logic of patriarchy. In advancing this argument, Jordan offers a comprehensive indictment of the patriarchal system while recognising also women's efforts to resist its edicts. Jordan critically explores two mechanisms that she argues are central to the maintenance and reproduction of rape culture - silencing and objectification. Both are examined as patriarchal strategies that have been relied on for centuries to control and constrain women's lives, silencing their voices and keeping them as ‘othered’ outsiders in a male-defined world. Women throughout history have sought ways to resist such control and, since the second-wave women's movement of the 1970s, this has included multiple initiatives both offline and more recently online. While #MeToo is being hailed by many as evidence that the silencing of women's voices about rape has finally been broken, Jordan urges a more critical appraisal given the continued dominance of patriarchal thinking. To end rape culture, Jordan argues, we must end patriarchy. This timely and provocative book, which complements Jordan's *Women, Rape and Justice: Unravelling the Rape Conundrum* (Routledge, 2022), will be of great interest to researchers, students, practitioners and activists seeking to understand and challenge the pervasive rape culture characterising contemporary patriarchal society.

1950s good housewife guide: *Brag Better* Meredith Fineman, 2020-06-16 This effortless and unapologetic approach to self-promotion will manage your anxiety and allow you to champion yourself. Does talking about your accomplishments feel scary or icky because you're worried people will think you're obnoxious? Does it feel more natural to put your head down and do the work? Are

you tired of watching the loudest people in your industry get disproportionate praise and rewards? If you answered yes to any of the above, you might be self-sabotaging. You need to learn to Brag Better. Meredith Fineman has built a career working with The Qualified Quiet: smart people who struggle to talk about themselves and thus go underestimated or unrecognized. Now, she shares the surefire and anxiety-proof strategies that have helped her clients effectively communicate their achievements and skillsets to others. Bragging Better doesn't require false bravado, talking over people, or pretending to be more qualified than you are. Instead, Fineman advocates finding quiet confidence in your opinions, abilities, and background, and then turning up the volume. In this book, you will learn the career-changing tools she's developed over the past decade that make bragging feel easy, including: Get remembered by focusing your personal brand and voice on key adjectives (like effective, subtle, and edgy) Practice explaining what you do in simple, sticky terms to earn respect and recognition from the public and people at work. Eliminate words that undermine your work and find better ones--like your bio saying you're trying or attempting to do something instead that you ARE doing it. If you're ready to begin Bragging Better--to telling the truth about your accomplishments with grace and confidence--this book is for you.

1950s good housewife guide: Literature of the 1950s: Good, Brave Causes Alice Ferrebe, 2012-04-10 Challenges the myths about apathy and smugness surrounding British literature of the period. Alice Ferrebe's lively study rereads the decade and its literature as crucial in twentieth-century British history for its emergent and increasingly complicated politics of difference, as ideas about identity, authority and belonging were tested and contested. By placing a diverse selection of texts alongside those of the established canon of Movement and 'Angry' writing, a literary culture of true diversity and depth is brought into view. The volume characterises the 1950s as a time of confrontation with a range of concerns still avidly debated today, including immigration, education, the challenging behaviour of youth, nuclear threat, the post-industrial and post-imperial legacy, a consumerist economy and a feminist movement hampered by the perceivedly comprehensive nature of its recent success. Contrary to Jimmy Porter's defeatist judgement on his era in John Osborne's 1956 play *Look Back in Anger*, the volume upholds such concerns as 'good, brave causes' indeed.

1950s good housewife guide: A 1950s Housewife Sheila Hardy, 2015-10-05 A nostalgic look at what it was like to be a housewife in the 1950s. Being a housewife in the 1950s was quite different than today. Women were expected to create a spotless home, delicious meals, and an inviting bedroom. From the perils of courting to the inevitable list of wedding gifts to the household tips that any self-respecting new wife should know, this book collects heartwarming personal anecdotes from women who embarked on married life during this fascinating post-war period, providing a trip down memory lane for any wife or child of the 1950s.

1950s good housewife guide: Feminisms and Domesticity in Times of Crisis Jessica Martin, 2025-10-02 How can we make sense of intensifying gender inequalities amid the growing visibility of popular, media-driven feminism? Can domestic cultures offer a space for feminist response and resistance to austerity? *Feminisms and Domesticity in Times of Crisis* seeks to address these questions, exploring how the revival of traditionally feminine domestic activities, such as crafting, baking and sewing exemplified by cultural figures such as the "trad-wife", has coincided with the re-politicisation and heightened visibility of domestic culture during an era of austerity. Jessica Martin offers an in-depth analysis of public figures who have forged 'austerity celebrity' personas that blend domesticity with activism, producing a popular but complex strand of neoliberal feminism. Examining figures like Kirstie Allsopp, Justine Roberts, Jen Gale, and anti-austerity blogger and cook Jack Monroe, Martin examines how each figure develops a distinct form of politicised domesticity. Their responses span the political spectrum--from Allsopp's promotion of the 'Big Society' and conservative individualism to Roberts' transformation of motherhood into parliamentary activism. Martin also considers how this nostalgic turn to domesticity intensified during the COVID-19 crisis, reinforcing narratives of white femininity, patriotic stoicism, and the so-called British blitz spirit, while helping to obscure the escalating inequalities of austerity-era

Britain. Martin argues that the convergence of nostalgia and femininity has produced new discourses of performative thrift, feminized labour and aspirational domesticity which are key resources for the justification of austerity policy.

1950s good housewife guide: Women and Mass Consumer Society in Postwar France

Rebecca Pulju, 2011-02-14 Examines the emergence of a citizen consumer role for women during postwar modernization and reconstruction in France.

1950s good housewife guide: *Family Britain, 1951-1957* David Kynaston, 2010-12-01 As in his highly acclaimed *Austerity Britain*, David Kynaston invokes an astonishing array of vivid, intimate and unselfconscious voices to drive his narrative of 1950s Britain. The keen-eyed Nella Last shops assiduously at Barrow Market as austerity and rationing gradually give way to relative abundance; housewife Judy Haines, relishing the detail of suburban life, brings up her children in Chingford; the self-absorbed civil servant Henry St John perfects the art of grumbling. These and many other voices give a rich, unsentimental picture of everyday life in the 1950s. Well-known figures are encountered on the way, such as Doris Lessing (joining and later leaving the Communist Party), John Arlott (sticking up on *Any Questions?* for the rights of homosexuals) and Tiger's Roy of the Rovers (making his goal-scoring debut for Melchester). All this is part of a colourful, unfolding tapestry, in which the great national events - the Tories returning to power, the death of George VI, the Coronation of Queen Elizabeth, the Suez Crisis - jostle alongside everything that gave Britain in the 1950s its distinctive flavour: Butlin's holiday camps, Kenwood food mixers, Hancock's Half-Hour, Ekco television sets, Davy Crockett, skiffle and teddy boys. Deeply researched, David Kynaston's *Family Britain* offers an unrivalled take on a largely cohesive, ordered, still very hierarchical society gratefully starting to move away from the painful hardships of the 1940s towards domestic ease and affluence.

1950s good housewife guide: *The Political Theory of I Love Lucy* Leslie Dale Feldman,

2019-01-18 This book looks at how the classic television series fits into the cultural milieu of mid-century America. *I Love Lucy* incorporates key themes of the 1950s American political scene and classic American values of family, social mobility, community, individualism and work, keeping in mind that "Luck" as Machiavelli said "is the arbiter of half of what we do." As the beloved American TV queen, Lucy Ricardo is a psychologically complicated character, conflicted between her role as a 1950s housewife and her wish to be a star. She is an icon of social mobility, going from a small New York City apartment to a country house in a swanky suburb, and an example of the "transitional" woman who wants to have it all. Is she a feminist? Is she a conformist? Does she prefer the country to the city? Whether she is working on the chocolate factory assembly line, baking bread, or achieving the American dream, Lucy is always "speeding it up!"

1950s good housewife guide: *A Study Guide for Joseph Kramm's "The Shrike"* Gale, Cengage

Learning, 2016 A Study Guide for Joseph Kramm's *The Shrike*, excerpted from Gale's acclaimed *Drama For Students*. This concise study guide includes plot summary; character analysis; author biography; study questions; historical context; suggestions for further reading; and much more. For any literature project, trust *Drama For Students* for all of your research needs.

1950s good housewife guide: Siri/Alexa/AI Yolande Strengers, Jenny

Kennedy, 2024-04-01 AI-powered voice assistants like Siri and Alexa have become integral parts of our daily lives, offering convenience and efficiency. However, as these technologies evolve, so do the concerns surrounding privacy, data security, and the potential for bias or discrimination. This guide explores the capabilities and limitations of these AI-powered assistants, discussing their impact on society and the future of human-computer interaction. It also provides practical tips for maximizing their utility while maintaining control over your data and privacy. Whether you're a tech enthusiast or simply looking to streamline your daily tasks, this guide offers valuable insights into the world of AI-powered voice assistants.

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1950s good housewife guide: Shaping Our Mothers' World Nancy A. Walker, 2000

1950s good housewife guide: Disabled Children Anne Borsay, 2015-10-06 This volume of essays attempts to identify the shared experiences of disabled children and examine the key debates about their care and control. The essays follow a chronological progression while focusing on the practices in a number of different countries.

1950s good housewife guide: Midlife Crisis Susanne Schmidt, 2020-03-01 The phrase “midlife crisis” today conjures up images of male indulgence and irresponsibility—an affluent, middle-aged man speeding off in a red sports car with a woman half his age—but before it become a gendered cliché, it gained traction as a feminist concept. Journalist Gail Sheehy used the term to describe a midlife period when both men and women might reassess their choices and seek a change in life. Sheehy’s definition challenged the double standard of middle age—where aging is advantageous to men and detrimental to women—by viewing midlife as an opportunity rather than a crisis. Widely popular in the United States and internationally, the term was quickly appropriated by psychological and psychiatric experts and redefined as a male-centered, masculinist concept. The first book-length history of this controversial concept, Susanne Schmidt’s *Midlife Crisis* recounts the surprising origin story of the midlife debate and traces its movement from popular culture into academia. Schmidt’s engaging narrative telling of the feminist construction—and ensuing antifeminist backlash—of the midlife crisis illuminates a lost legacy of feminist thought, shedding important new light on the history of gender and American social science in the 1970s and beyond.

1950s good housewife guide: Language, Gender and Feminism Sara Mills, Louise Mullany, 2011-05-09 *Language, Gender and Feminism* presents students and researchers with key contemporary theoretical perspectives, methodologies and analytical frameworks in the field of feminist linguistic analysis. Mills and Mullany cover a wide range of contemporary feminist theories and emphasise the importance of an interdisciplinary approach. Topics covered include: power, language and sexuality, sexism and an exploration of the difference between second and third wave feminist analysis. Each chapter presents examples from research conducted in different cultural and linguistic contexts which allows students to observe practical applications of all current theories and approaches. Throughout oral and written language data, from a wealth of different contexts, settings and sources, is thoroughly analysed. The book concludes with a discussion of how the field could advance and a overview of the various research methods, pertinent for future work in language and gender study. *Language, Gender and Feminism* is an invaluable text for students new to the discipline of Language and Gender studies within English Language, Linguistics, Communication Studies and Women’s Studies, as well as being an up-to-date resource for more established researchers and scholars.

1950s good housewife guide: Home Sweat Home Elizabeth Patton, Mimi Choi, 2014-01-23 Coeditors Elizabeth Patton and Mimi Choi argue that an in-depth examination of media images of housework from the mid-nineteenth century to the early twenty-first century is long overdue. Modern depictions often imply that certain concerns can be resolved through excessive domesticity, reflecting some of the complicated and unfinished issues of second-wave feminism. *Home Sweat Home: Perspectives on Housework and Modern Relationships* reveals how widespread the cultural image of “perfect” housewives and the invisibility of household labor were in the past and remain today. In this collection of essays, contributors explore the construction of women as homemakers and the erasure of household labor from the middle-class home in popular representations of housework. They concentrate on such matters as the impact of second-wave feminism on families and gender relations; of popular culture—especially in film, television, magazines, and advertising—on our views of what constitutes home life and gender relations; and of changing views of sexuality and masculinity within the domestic sphere. *Home Sweat Home* will interest students and scholars of gender, cultural, media, and communication studies; sociology; and American history and appeal to anyone curious about housework, gender relations and popular culture.

1950s good housewife guide: Viés inconsciente Cris Kerr, 2021-10-25 Como mudar crenças e preconceitos quando nosso comportamento pode ser consequência de um processo inconsciente, que sequer sabemos que existe? A escritora Cris Kerr compartilha o caminho para o leitor trazer esses pensamentos escondidos para a consciência. Com prefácio de Luiza Helena Trajano, presidente do conselho de administração do Magazine Luiza, a obra mostra como transformar a teoria em ações que resultam em empresas mais inclusivas e diversas. A autora compartilha tudo o que aprendeu sobre como descobrir nossos vieses inconscientes, como aprofundar conhecimento sobre diversidade, inclusão, cérebro inconsciente, segurança psicológica e outros temas importantes, como transformar a cultura e a liderança para termos pessoas mais diversas e inclusivas e, por fim, como podemos agir.

1950s good housewife guide: Thirty Days of Perfection Rose Senese Watson, 2016-08-17 What happens when a wife and mother in 2010 turns the clock back 55 years and attempts to become the perfect housewife for 30 days? Rose Senese Watson set out in search of the answer in 30 Days of Perfection: One Woman's Domestic Time Warp, a non-fiction first hand account of her trip back in time. Newly married, immediately pregnant and suddenly on leave from teaching, Rose had so many dreams and expectations for her new career as stay-at-home spouse. Without the everyday grind she would become the new June Cleaver, the perfect homemaker for the 21st century. Soon after she gave birth however, reality set in. She was a failure at a job women have been doing since the beginning of time. Rose decided to conduct an action research project, a tool often used by teachers to improve their practice as educators, to improve her practice as homemaker and write herself out of the rut she was in. She used The Good Wife Guide: 19 Rules for Keeping a Happy Husband published by Cider Mill Press in 2007, a book she discovered as she searched online for a Housekeeping for Dummies manual. It is a compilation of rules that were originally printed in the mid 1950s in the Ladies Homemaker Monthly. Rose followed these rules for 30 days and kept a detailed journal, this is her story.

1950s good housewife guide: Austerity in Britain Ina Zweiniger-Bargielowska, 2000-05-04 Austerity in Britain is the first book to explore the entire episode of rationing, austerity, and fair shares from 1939 until 1955. These policies were central to the British war effort and to post-war reconstruction. The book analyses the connections between government policy, consumption, gender, and party politics during and after the Second World War. The economic background to austerity, the policy's administration, and changes in consumption standards are examined. Rationing resulted in at times extensive black markets and popular attitudes to the policy ranged from wartime acquiescence to post-war discontent. Austerity in Britain qualifies the myth of common sacrifice on the home front and highlights the limitations of the fair-shares policy which failed to achieve genuine equality between classes or between men and women. The continuation of rationing and austerity policies after 1945 was central to party politics. Disaffection, particularly among women, undermined Labour's popularity while the Conservatives' critique of austerity was instrumental to the party's victories at the general elections of 1951 and 1955.

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