



4-1 plug-in hybrids / potential

Plug-in hybrids have the potential to make a huge leap over current hybrids. They were first made available to the public in 2010 and were initially quite expensive. It is hoped, though, that models will be available within a few years that will be cost competitive with regular cars. They get 100 miles per gallon or more, but the advantages go way beyond fuel efficiency. It is not an exaggeration to say that plug-in hybrids could help save us from oil dependence, air pollution, and a deteriorating atmosphere. By doing without 80 to 90 percent of the gasoline used by conventional cars, these vehicles could play a key role in our getting unhooked from fossil fuels.

✓ Translation

플러그인 하이브리드 자동차는 현재의 하이브리드 자동차를 넘어 거대한 도약을 이룰 수 있는 잠재력을 지니고 있다. 그것은 2010년에 최초로 대중들에게 이용 가능해졌고 처음에는 꽤 비쌌다. 하지만 일반 자동차에 대해 가격 경쟁력이 있는 모델들이 몇 년 내로 이용가능해질 것으로 기대된다. 그것은 갤런당 100마일 이상의 거리를 가지만, 그 이점은 연료 효율을 훨씬 넘어선다. 플러그인 하이브리드 자동차가 석유 의존, 공기 오염, 그리고 악화되고 있는 대기로부터 우리를 구하는 데 도움을 줄 수도 있다고 말해도 과언이 아니다. 기존의 자동차에 의해 사용되는 휘발유의 80~90퍼센트가 없어도 됨으로써, 이 자동차는 우리가 화석 연료에서 벗어나는 데 핵심적인 역할을 할 수도 있다.

✓ Note





✓Voca

- plug-in hybrid 플러그인 하이브리드 자동차
- leap 도약
- current 현재의
- hybrid 하이브리드 자동차
- initially 처음에
- cost competitive 가격 경쟁력이 있는
- regular 일반적인, 보통의
- go way beyond ~을 훨씬 넘어서다
- efficiency 효율
- exaggeration 과장된 표현
- dependence 의존
- do without ~없이 지내다
- conventional 기존의, 종래의
- get unhooked from ~로부터 벗어나다

✓해변

Plug-in hybrids have the potential to make a huge leap over current hybrids. ① They were first made available to the public in 2010 and were initially quite expensive. ② It is hoped, though, that models will be available within a few years that will be cost competitive with regular cars. ③ They get 100 miles per gallon or more, but the advantages go way beyond fuel efficiency. ④ It is not an exaggeration to say that plug-in hybrids could help save us from oil dependence, air pollution, and a deteriorating atmosphere. ⑤ Now, many climatologists warn that global warming has passed the point beyond which things can never be restored. By doing without 80 to 90 percent of the gasoline used by conventional cars, these vehicles could play a key role in our getting unhooked from fossil fuels.

✓Reminding

Plug-in hybrids have the potential to make a huge leap over current hybrids. They were first made available to the public in 2010 and were initially quite _____. It is hoped, though, that models will be available within a few years that will be cost _____ with regular cars. They get 100 miles per gallon or more, but the advantages go way beyond fuel efficiency. It is not an _____ to say that plug-in hybrids could help save us from oil dependence, air pollution, and a deteriorating atmosphere. By doing without 80 to 90 percent of the gasoline used by conventional cars, these vehicles could play a key role in our getting unhooked from fossil fuels.





4-2 intention to influence others

Over the years I have asked thousands of people to do a simple exercise of stating how they intend to influence others every day. I am always both amazed and inspired by the answers people give. A receptionist in a law firm, for example, told me that her intention was that every person who met her all day long got a "shot of friendliness" so that they felt the world was a friendlier place because they encountered her. The list of intentions is inspiring. Some say they want to bring kindness, others goodness, compassion, energy, courage, or hope. **Your position does not limit the way you can influence others. This woman was only a receptionist, but she could influence others in a profound way by holding that intention.**

✓ Translation

지난 수년 동안 나는 수천 명의 사람들에게 매일 자신들이 어떻게 다른 사람에게 영향을 주려고 하는지를 진술하는 간단한 연습을 해 보라고 요청해 왔다. 나는 항상 사람들이 하는 대답에 깜짝 놀라기도 하고 영감을 받기도 한다. 예를 들어, 어느 법류 회사에 근무하는 한 접수계원은 내게 자신의 의도는 하루 동안 그녀를 만났던 모든 사람이 '다정함이라는 주사'를 맞아 그들이 그녀를 우연히 만났기 때문에 세상이 더욱 다정한 곳이라고 느끼게 하는 것이라고 말했다. 의도의 목록은 고무적이다. 친절함을 가져다주고 싶다고 말하는 사람이 있고, 선량함, 온정, 에너지, 용기 또는 희망을 가져다주고 싶다고 말하는 사람도 있다. 여러분의 지위가 다른 사람들에게 영향을 줄 수 있는 방식을 제한하지는 않는다. 이 여성은 단지 접수계원일 뿐이었지만, 그 의도를 가짐으로써 다른 사람들에게 엄청난 영향을 줄 수 있었다.

✓ Note





✓Voca

- state 진술하다
- intend to ~하려고 하다
- amazed 깜짝 놀란
- inspire 영감을 불어 넣다, 고무하다
- receptionist 접수계원
- intention 의도
- get a shot 주사를 맞다
- friendliness 다정함, 친절함
- encounter 우연히 만나다
- goodness 선량함
- compassion 온정, 동정, 연민
- courage 용기
- position 지위
- profound 심오한

✓핵심

Over the years I have asked thousands of people to do a simple exercise of stating how they intend to influence others every day. I am always both amazed and inspired by the answers people give. A receptionist in a law firm, for example, told me that her intention was that every person who met her all day long got a "shot of friendliness" so that they felt the world was a friendlier place because they encountered her. The list of intentions is inspiring. Some say they want to bring kindness, others goodness, compassion, energy, courage, or hope. Your position does not limit the way you can influence others. This woman was only a receptionist, but she could influence others in a profound way by _____.

- ① holding that intention
- ② enjoying her position
- ③ respecting others
- ④ being grateful for all
- ⑤ position rather than intention

✓Reminding

Over the years I have asked thousands of people to do a simple exercise of stating how they _____ to influence others every day. I am always both amazed and inspired by the answers people give. A receptionist in a law firm, for example, told me that her intention was that every person who met her all day long got a "shot of friendliness" so that they felt the world was a friendlier place because they encountered her. The list of intentions is inspiring. Some say they want to bring kindness, others goodness, compassion, energy, courage, or hope. Your _____ does not limit the way you can influence others. This woman was only a receptionist, but she could influence others in a profound way by _____ that intention.





4-3 deep breath / creativity

Has your creativity ground to a stop? Instead of letting frustration get the better of you, try to sit back and take a few deep breaths. Did you know that **drawing a deep breath gives your creativity a boost by increasing the negative ions in oxygen?** The negatively charged oxygen circulates throughout the brain, refreshing the neurons and, because these negative ions promote alpha waves of longer amplitude in the brain, which are associated with creative thinking, suddenly your creativity receives a boost. **So, next time your creative spirit feels burdened, spend two minutes taking deep breaths, breathing in and out every five seconds, and repeat the cycle at least 12 times.**

✓ Translation

여러분의 창의력이 서서히 멈추었는가? 좌절감에 사로잡히지 말고, 의자에 깊숙이 앉아 몇 번 심호흡하라. 심호흡이 산소내의 음이온을 증가시켜 여러분의 창의력에 활력을 불어넣는다는 것을 알고 있었는가? 음전하를 띤 산소는 뇌의 곳곳을 순환하면서 신경 세포에 생기를 주고, 이 음이온이 창의적 사고와 연관된 더 큰 진폭의 알파파를 뇌 속에 촉진하기 때문에 돌연 여러분의 창의력은 활력을 얻게 된다. 그러므로, 다음에 여러분의 창의적 기운이 눌린 듯한 기분이 들 때에는, 5초마다 숨을 들이쉬고 내쉬면서 2분 동안 심호흡을 하고, 적어도 12번 그 과정을 반복하라.

✓ Note





✓Voca

- grind to a stop 천천히 멈추다
- frustration 좌절감
- get the better of ~을 이기다
- draw a deep breath 심호흡을 하다
- negative ion 음이온
- negatively charged 음전하를 띤
- circulate 순환하다
- refresh 생기를 찾아주다, 원기를 회복시키다
- neuron 신경 세포, 뉴런
- promote 촉진하다
- associated with ~와 연관된

✓해변

Has your creativity ground to a stop? Instead of letting frustration ① get the better of you, try to sit back and take a few deep breaths. Did you know that drawing a deep breath ② gives your creativity a boost by increasing the negative ions in oxygen? The negatively charged oxygen circulates throughout the brain, ③ refreshes the neurons and, because these negative ions promote alpha waves of longer amplitude in the brain, which ④ are associated with creative thinking, suddenly your creativity receives a boost. So, next time your creative spirit feels burdened, spend two minutes taking deep breaths, breathing in and out every five seconds, and ⑤ repeat the cycle at least 12 times.

✓Reminding

Has your creativity ground to a stop? Instead of letting frustration get the better of you, try to sit back and take a few _____. Did you know that drawing a deep breath gives your _____ a boost by increasing the negative ions in oxygen? The negatively charged oxygen circulates throughout the brain, refreshing the neurons and, because these negative ions promote alpha waves of longer amplitude in the brain, which are associated with creative thinking, suddenly your creativity receives a _____. So, next time your creative spirit feels burdened, spend two minutes taking deep breaths, breathing in and out every five seconds, and repeat the cycle at least 12 times.





4-4 teaching / patience

If patience is not already part of your nature, you'll have to develop it quickly or you'll never survive the teaching profession. Your students will try your patience in ways you never considered. There will be times during your first year when you will want to scream at your students or show your anger and frustration in other physical ways. Obviously, you'll have to curb these impulses. You'll also need to develop a system for dealing with your frustrations. One method of reducing stress is to deal with students one at a time. Another is to stop whenever you feel overwhelmed, take a deep breath, and give yourself a minute to figure out how to best handle the situation. Decide what works best for you, and don't hesitate to use it! Your patience is critical for your effectiveness as a teacher.

✓ Translation

인내심이 (이미 일부여야 하는데) 아직 여러분 본성의 일부가 아니라면, 그것을 빨리 길러야만 할 것이다. 그렇지 않으면 교직에서 결코 살아남지 못할 것이다. 학생들은 여러분이 결코 생각하지 못했던 방식으로 여러분의 인내심을 시험해 볼 것이다. (교직) 첫해 동안 학생들에게 소리를 지르거나 다른 물리적인 방식으로 여러분의 분노와 좌절감을 보여주고 싶을 때가 있을 것이다. 분명히 여러분은 이런 충동들을 억제해야만 할 것이다. 여러분은 또한 여러분의 좌절감을 다루는 방식을 개발해야 할 필요가 있을 것이다. 스트레스를 줄이는 한 가지 방법은 한 번에 한 명씩 학생들을 대하는 것이다. 또 다른 방법은 감당할 수 없다고 느낄 때마다 멈추고, 심호흡하고, 그리고 잠깐 동안 시간을 갖고 그 상황을 가장 잘 다룰 방법을 생각해 내는 것이다. 여러분에게 가장 잘 맞는 것을 결정하고 주저 없이 그것을 이용하라! 여러분의 인내심은 교사로서의 여러분의 유능함에 대단히 중요하다.

✓ Note





✓Voca

- patience 인내심
- nature 본성
- teaching profession 교직
- scream at ~에게 소리를 지르다
- impulse 충동
- method 방법, 방식
- one at a time 한 번에 하나씩
- feel overwhelmed 감당할 수 없다고 느끼다
- figure out ~을 생각해 내다, 이해하다
- handle 다루다 (=deal with)
- hesitate 주저하다
- critical 대단히 중요한
- effectiveness 유능함

✓핵심

If patience is not already part of your nature, you'll have to develop it quickly or you'll never survive the teaching profession.

(A) Your students will try your patience in ways you never considered. There will be times during your first year when you will want to scream at your students or show your anger and frustration in other physical ways.

(B) Another is to stop whenever you feel overwhelmed, take a deep breath, and give yourself a minute to figure out how to best handle the situation. Decide what works best for you, and don't hesitate to use it! Your patience is critical for your effectiveness as a teacher.

(C) Obviously, you'll have to curb these impulses. You'll also need to develop a system for dealing with your frustrations. One method of reducing stress is to deal with students one at a time.

✓Reminding

If patience is not already part of your _____, you'll have to develop it quickly or you'll never survive the teaching profession. Your students will try your patience in ways you never considered. There will be times during your first year when you will want to scream at your students or show your anger and frustration in other _____ ways. Obviously, you'll have to _____ these impulses. You'll also need to develop a system for dealing with your frustrations. One method of reducing stress is to deal with students one at a time. Another is to stop whenever you feel _____, take a deep breath, and give yourself a minute to figure out how to best handle the situation. Decide what works best for you, and don't hesitate to use it! Your patience is critical for your effectiveness as a teacher.





4-5 the Internet / opportunity for education

Most of the world does not have access to the education afforded to a small minority. For every Albert Einstein, Yo-Yo Ma, or Barack Obama who has the opportunity for education, there are uncountable others who never get the chance. This vast waste of talent translates directly into reduced economic output. In a world where economic ruin is often tied to collapse, societies are well advised to exploit all the human capital they have. **The Internet opens the gates of education to anyone who can get her hands on a computer.** This is not always a trivial task, but the mere feasibility redefines the playing field. A motivated teen anywhere on the planet can walk through the world's knowledge, from Wikipedia to the curricula of MIT's OpenCourseWare. [jugis](#)

✓ Translation

세계의 대부분은 소수의 사람에게 제공되는 교육에 접근하지 못한다. 교육의 기회를 가진 모든 Albert Einstein, Yo-Yo Ma, 또는 Barack Obama와 같은 사람들에 비해, 결코 기회를 얻지 못하는 셀 수 없을 정도로 많은 다른 사람들이 있다. 이러한 재주 있는 사람들의 엄청난 낭비는 바로 경제 생산량의 감소로 바뀐다. 경제적 파멸이 흔히 (사회 전체의) 와해와 연관되는 세계에서, 사회는 그것이 가지고 있는 모든 인적 자원을 활용하는 것이 가장 현명하다. 인터넷은 컴퓨터에 접할 수 있는 어느 누구에게도 교육의 문을 열어 준다. 이것이 늘 작은 일은 아니지만, 실행 가능성만으로도 경기장(일련의 경쟁 여건)은 재정의 된다. 지구의 어디에서든지 동기 부여를 받은 십 대는 Wikipedia에서부터 MIT의 OpenCourseWare의 교육과정에 이르기까지 세계의 지식을 두루 섭렵할 수 있다.

✓ Note





✓Voca

- afford 제공하다
- uncountable 셀 수 없을 정도로 많은
- talent 재주 있는 사람들, 인재
- translate into ~로 바뀌다
- output 생산량
- ruin 파멸, 붕괴
- collapse 와해, 붕괴
- well advised 가장 현명한[분별 있는]
- exploit 활용하다
- human capital 인적 자본
- get one's hands on ~을 얻다
- trivial 작은, 사소한
- redefine 재정의하다
- playing field 경기장, 일련의 경쟁 여건
- motivated 동기가 부여된

✓해변

This is not always a trivial task, but the mere feasibility redefines the playing field.

Most of the world does not have access to the education afforded to a small minority. (①) For every Albert Einstein, Yo-Yo Ma, or Barack Obama who has the opportunity for education, there are uncountable others who never get the chance. (②) This vast waste of talent translates directly into reduced economic output. (③) In a world where economic ruin is often tied to collapse, societies are well advised to exploit all the human capital they have. (④) The Internet opens the gates of education to anyone who can get her hands on a computer. (⑤) A motivated teen anywhere on the planet can walk through the world's knowledge, from Wikipedia to the curricula of MIT's OpenCourseWare.

✓Reminding

Most of the world does not have _____ to the education afforded to a small minority. For every Albert Einstein, Yo-Yo Ma, or Barack Obama who has the opportunity for education, there are uncountable others who never get the chance. This vast _____ of talent translates directly into reduced economic output. In a world where economic ruin is often tied to collapse, societies are well advised to exploit all the human _____ they have. The Internet opens the gates of education to anyone who can get her hands on a computer. This is not always a trivial task, but the mere _____ redefines the playing field. A motivated teen anywhere on the planet can walk through the world's knowledge, from Wikipedia to the curricula of MIT's OpenCourseWare.





4-6 Egyptians / swimming

Since for the Egyptians the Nile was central for existence, it is natural to expect a variety of recreations in and on the water. The management of the great river's gifts was the basis of Egypt's security and its pleasures. **Swimming was therefore not only a pleasure for the playful, but also a necessity in case of an accident on the water.** We have wall paintings of young girls swimming below the surface to catch water birds by surprise. Several museums have small sculptures of silver or of wood in the form of girl swimmers who hold in their outstretched arms a container for ointments. Some documents suggest that swimming was required for royal princes. That swimming was regularly taught is also suggested by many depictions of the crawl stroke - a form of swimming that is not natural to man and which was invented again for competition less than a century ago.

✓ Translation

이집트인들에게 나일 강은 생존을 위해 매우 중요했기 때문에 물 속, 물 위에서 다양한 오락 활동이 있었을 것으로 예상하는 것은 당연하다. 이 위대한 강이 주는 선물들의 이용은 이집트의 안전과 즐거움의 근간이었다. 따라서 수영은 놀기 좋아하는 사람들을 위한 즐거움이었을 뿐만 아니라 물에서 사고가 났을 경우를 대비한 필수적인 것이었다. 기습적으로 물새를 잡기 위해 수면 아래에서 수영하고 있는 어린 소녀들의 벽화가 있다. 일부 박물관에는 쪽 뺨은 팔 안에 연고 보관함을 안고 있는 수영하는 소녀 형태의 은이나 목재로 된 작은 조각상들이 있다. 몇몇 문서들은 수영이 왕실의 왕자들에게 필수였다는 것을 보여 준다. 수영을 정기적으로 배웠다는 것은 크롤 수영법의 많은 묘사를 통해서도 알 수 있는 데, 그것은 인간에게는 자연스러운 것이 아닌 지금으로부터 채 100년도 안 되는 과거에 시합을 위해 다시 고안되었던 수영의 한 형태였다.

✓ Note





✓Voca

- a variety of 다양한, 여러 가지의
- security 안전
- necessity 필수적인 것, 필수품
- sculpture 조각상
- outstretched 죽[한껏] 뻗은
- container 보관함
- document 문서, 서류
- depiction 묘사, 서술
- competition 경쟁



4-7 copyright law / flexibility

Copyright is the primary vehicle for protecting a writer's literary creations. Unless writers have the legal ability to prevent others from copying their work, it would be very difficult to hinder others from using the fruits of the writer's labor without compensation. Fortunately, there are strong copyright laws that enable writers to prevent others from wrongfully appropriating their work. **But, on the other hand, overly restrictive copyright laws may chill the writer's creative endeavors.** Writers frequently use the works of others as the basis for research and literary development, sometimes to the extent of quoting portions of other works exactly. From this perspective, **unless the copyright law provides some flexibility, many writers could be inhibited for fear they may infringe on another work and be exposed to legal risk.**

✓ Translation

저작권은 작가의 문학 창작물을 보호하는 주된 수단이다. 작가들이 다른 사람들이 자신의 작품을 베끼는 것을 막아 줄 법률 행위능력을 갖추지 못한다면, 다른 사람들이 보상 없이 그 작가의 노력의 산물을 사용하지 못하게 하는 것은 매우 어려울 것이다. 다행히, 작가들이 다른 사람들이 자신들의 작품을 부당하게 도용하는 것을 막을 수 있게 해주는 강력한 저작권법이 있다. 하지만 반면에, 과도하게 제한하는 저작권법은 작가의 창의적 노력을 꺾을 수도 있다. 작가들은 때로는 다른 작품 일부를 그대로 인용하는 정도로까지 연구와 문학의 발전을 위한 토대로서 다른 사람의 작품을 빈번히 사용한다. 이런 관점에서 저작권법이 어느 정도의 융통성을 제공하지 못한다면, 많은 작가들이 다른 작품을 침해하여 법적 위협에 노출될까 두려워 제약을 받을 수 있다.

✓ Note





✓Voca

- copyright 저작권
- vehicle 수단
- hinder 못하게 하다
- labor 노력
- compensation 보상
- wrongfully 부당하게
- appropriate 도용하다
- overly 너무
- restrictive 제한하는
- chill (열정 등을) 꺾다
- endeavor 노력
- quote 인용하다
- portion 일부, 부분
- perspective 관점, 시각
- flexibility 융통성
- inhibit 방해하다, 억제하다
- for fear (that) ~할까 봐 두려워서

✓해변

Copyright is the primary vehicle for protecting a writer's literary creations. Unless writers have the legal ability to (A) benefit/prevent others from copying their work, it would be very difficult to hinder others from using the fruits of the writer's labor without compensation. Fortunately, there are strong copyright laws that enable writers to prevent others from wrongfully appropriating their work. But, on the other hand, overly restrictive copyright laws may (B) chill/fuel the writer's creative endeavors. Writers frequently use the works of others as the basis for research and literary development, sometimes to the extent of quoting portions of other works exactly. From this perspective, unless the copyright law provides some flexibility, many writers could be (C) inhibited/improved for fear they may infringe on another work and be exposed to legal risk.

✓Reminding

Copyright is the primary vehicle for protecting a writer's literary creations. Unless writers have the legal ability to prevent others from copying their work, it would be very difficult to _____ others from using the fruits of the writer's labor without _____. Fortunately, there are strong copyright laws that enable writers to prevent others from wrongfully _____ their work. But, on the other hand, _____ copyright laws may _____ the writer's creative endeavors. Writers frequently use the works of others as the basis for research and literary development, sometimes to the extent of quoting portions of other works exactly. From this perspective, unless the copyright law provides some _____, many writers could be inhibited for fear they may infringe on another work and be exposed to legal risk.





4-8 women / greater financial power

No one could deny, once they've given it any thought at all, that **women are responsible for the majority of consumer purchases**. The proof is in the numbers: Women account for roughly 80 percent of all consumer buying. The Center for Women's Business Research indicates that working women and female businesswomen are the primary decision makers in households, making 95 percent of the purchasing decisions. To be more specific and drive home that point: Women are responsible for 70 percent of all travel decisions, 57 percent of all consumer electronics purchases, and they buy 50 percent of all new vehicles (influencing 80 percent of overall automobile sales). Finally, women write an estimated eight out of ten personal checks in the United States, making their financial power even greater. Women in most households today not only control the spending of their own paychecks, but a good deal of their husband's as well.

✓ Translation

일단 조금이라도 그것에 대해 생각을 해 본다면, 여성이 소비자 구매의 대다수를 책임지고 있다는 것을 어느 누구도 부인할 수 없을 것이다. 그 증거는 수치에 있다. 즉 여성이 모든 소비자 구입의 대략 80퍼센트를 차지한다. 여성 사업 연구 센터(Center for Women's Business Research)는 일하는 여성과 여성 사업가가 가정의 주요 의사 결정권자로 구매 결정의 95퍼센트를 행한다는 점을 보여준다. 더 구체적이고 논지를 납득할 수 있도록 말하자면, 여성이 모든 여행 결정의 70퍼센트, 모든 소비자 전자 제품 구매의 57퍼센트를 책임지고 있으며, (전체 자동차 판매의 80퍼센트 영향을 미치며) 모든 새로운 차량 중 50퍼센트를 구입한다. 결국, 여성이 미국의 열 장의 개인 수표 중에 대략 여덟 장의 수표를 작성하는데, 그것이 그들의 재정적인 힘을 훨씬 더 크게 만들고 있다. 오늘날 대부분 가정에서는 여성들이 자기 자신의 급여의 지출뿐만 아니라, 또한 자기 남편 급여의 상당 부분을 장악하고 있다.

✓ Note





✓Voca

- the majority of ~의 대다수
- purchase 구매
- proof 증거
- account for (비율을) 차지하다
- indicate 보여주다, 나타내다
- primary 주요한, 주된
- household 가정
- specific 구체적인
- drive ~ home ~을 납득하게 만들다
- electronics 전자제품
- vehicle 차량
- overall 전체의, 종합적인, 전반적인
- estimated 대략적인, 추산되는
- financial 재정적인

✓해변

No one could deny, once they've given it any thought at all, that women are responsible for the majority of consumer purchases.

(A) To be more specific and drive home that point: Women are responsible for 70 percent of all travel decisions, 57 percent of all consumer electronics purchases, and they buy 50 percent of all new vehicles (influencing 80 percent of overall automobile sales).

(B) Finally, women write an estimated eight out of ten personal checks in the United States, making their financial power even greater. Women in most households today not only control the spending of their own paychecks, but a good deal of their husband's as well.

(C) The proof is in the numbers: Women account for roughly 80 percent of all consumer buying. The Center for Women's Business Research indicates that working women and female businesswomen are the primary decision makers in households, making 95 percent of the purchasing decisions.

