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THE IDEA OF THE MONTH

"Time Famine"

ou know the feeling: You've got 200 hours' worth of stuff to dowork, meetings, family, maybe sleep—and 168 hours per week to do it in. Media mogul Arianna Huffington has experienced this "time famine" (a term coined by Harvard's Leslie Perlow) firsthand, and offers up an antidote in her buzzy new book, Thrive: We need to redefine success to include a third metric for, well, life. (Her aha moment? "I was exhausted from 18-hour days, slipped, hit my head, and came to in puddle of my own blood." She's fine, but what a wake-up call.) This spring she'll host conferences (see thirdmetric live.com) to find out how, exactly, we do that. What she knows so far: "We're not at our best juggling three things at once," she says. "So I have a new rule at Huffington Post-no devices at our weekly meeting. I've had some of my best ideas when I wasn't multitasking!"



Arianna Huffington, center, with daughters Christina. left, and Isabella

THE OBSERVATION

MEET THE BIRTH CONTROL **OBJECTORS**



As of January, U.S. health care law requires most companies to provide insurance coverage for contraception coverage 91 percent of Glamour readers supportwithout a co-pay. But at press time 46 lawsuits have been filed by for-profit companies challenging the act based on their leaders' religious views. Glamour investigated and discovered that 81 percent of the plaintiffs filing the lawsuits are men (like Hobby Lobby founder and CEO David Green, 72; his case will reach the Supreme Court this month). No one's saying that if more women ran companies, these suits would go away, but...wait. Actually, they might! —Rebecca Webber