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What Every Successful Woman Knows: 12 Breakthrough Strategies to Get the Power and Ignite Your Career: 12 Breakthrough Strategies to Get the Power and Ignite Your Career

Janice Reals Ellig, Bill Morin

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How to break into the highest levels of corporate power and seize the top spots

Women have made important inroads into the corporate world, but the true power in corporations remains overwhelmingly in the hands of the men. Only 12% of corporate officers are women, and less than a third of those have profit-and-loss responsibilities.

What Every Successful Woman Knows offers 12 proven strategies for women who have set their sights on the executive suite. Derived, in part, from in-depth interviews with more than 200 successful senior corporate women, these strategies embody an array of critical dos and don’ts—from building a power base to avoiding becoming a generalist (multispecialize instead)—and a range of key tactical behaviors, such as bonding with your boss, exuding authority, and seizing the significant and dumping the insignificant. Together these strategies constitute a coherent action plan for getting the power in an organization and wielding it effectively.

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