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Autore	Krawcheck Sallie
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Sommario/riassunto	<p>"A new kind of career playbook for a new era of feminism, offering women a new set of rules for professional success: one that plays to their strengths and builds on the power they already have. Weren't women supposed to have "arrived"? Perhaps with the nation's first female President, equal pay on the horizon, true diversity in the workplace to come thereafter? Or, at least the end of "fat-shaming" and "locker room talk"? Well, we aren't quite there yet. But does that mean that progress for women in business has come to a screeching halt? It's true that the old rules didn't get us as far as we hoped. But we can go the distance, and we can close the gaps that still exist. We just need a new way. In fact, there are many reasons to be optimistic about the future, says former Wall Street powerhouse-turned-entrepreneur Sallie Krawcheck. That's because the business world is changing fast - driven largely by technology - and it's changing in ways that give us more power and opportunities than ever</p> <p>"Sallie Krawcheck has had it with advice implying that if women simply leaned in a little farther, played the game a little better, and demanded just a few more seats at the table--i.e. acted a little more like MEN--they could finally break through that glass ceiling. Yet this is a contest rigged to lose. A better strategy is to embrace and invest in the unique traits that make women better positioned to lead and succeed: broader perspective, greater long-term focus, healthier attitude toward risk,</p>

higher aptitude for creativity, better people skills, empathy, and more. Because women who capitalize on these traits won't need to demand a place at the table; employers will offer it to them--not out of political correctness--but because it makes good business sense. Having been the lone woman at the highest rungs of Wall Street, Krawcheck knows what it takes to succeed as a woman in a man's world. And now she puts her research analyst background to work to reveal irrefutable evidence that companies perform better when they fully engage women; that companies with women leaders serve clients and customers better, have a stronger and more engaged culture, are more innovative, and sustain profits over a longer term. Drawing on this research and on stories from her years at the top echelon of the biggest boy's club in the world, Krawcheck empowers women to elevate themselves and their companies by bringing their true female selves to work"--

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