

1. Record Nr.	UNINA9910862096003321
Autore	Gower Karla K
Titolo	Betsy Ann Plank : the making of a public relations icon
Pubbl/distr/stampa	, : University of Missouri Press, , 2022 ©2022
ISBN	9780826274731 9780826222596
Edizione	[1st ed.]
Descrizione fisica	1 online resource (241 pages)
Disciplina	650.1092 B
Soggetti	Leadership in women Businesswomen
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	"Betsy Ann Plank was a child of the Depression, came of age during World War II, and began a career during the 1950s when women were expected to stay at home. Yet, she still became the first woman president of several trade associations, the first to head a department at Illinois Bell, and the first to receive many awards and honors previously given to men. Plank, with her strong moral compass, high standards, and positive vision for the future, offers a symbol of hope to future generations navigating tumultuous times"--