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Seducing the Boys Club: Uncensored Tactics from a Woman at the Top

By Nina DiSesa

Random House USA Inc, United States, 2008. Paperback. Book Condition: New. Reprint. 198 x 132 mm. Language: English . Brand New Book. Fact #1: Forty years after the feminist revolution, fewer than 2 percent of Fortune 1000 CEOs are women. Fact #2: The playing field is not level. Fact #3: You need to get over this. Chairman of the flagship office of the largest advertising agency network in the world, Nina DiSesa is a master communicator, a ceiling crasher, and a big-time realist. In *Seducing the Boys Club*, DiSesa shows you how SM-seduction and manipulation-is the secret to winning over (and surpassing) the big guys. She asserts that women need to meld their female characteristics (nurturing, compassion, intuition) with male traits (decisiveness, focus, confidence, humor) to expand their professional horizons. DiSesa also shares her practical, outrageous, and even controversial maxims for making it, including - Learn to appreciate men. Men like women who like them. - Remember that women are biologically wired to succeed. - If you want to make a name for yourself, find a mess and fix it. A secure and comfortable job only holds you back. - Act brave and you will look brave. - Screw the...



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