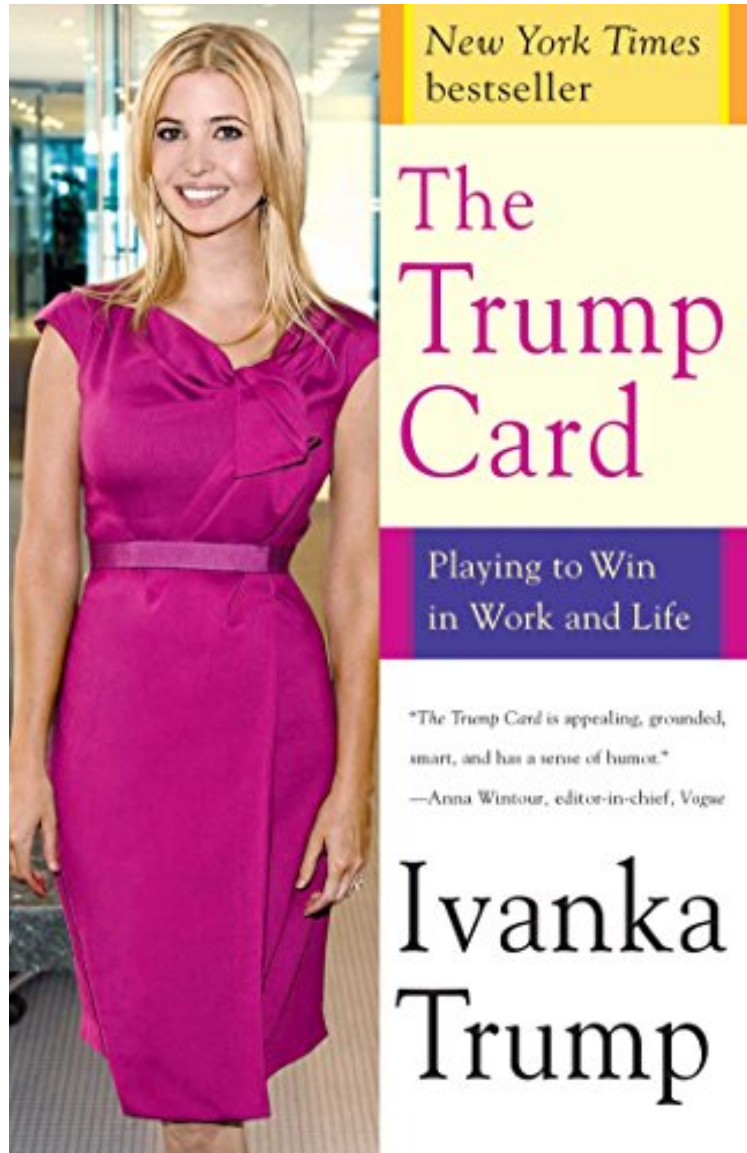


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## The Trump Card: Playing to Win in Work and Life

*Ivanka Trump*

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**Ivanka Trump : The Trump Card: Playing to Win in Work and Life** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Trump Card: Playing to Win in Work and Life:

47 of 56 people found the following review helpful. Pretty uselessBy NoneofyourOne of my coworkers put a copy of this book in our paperback exchange at the office. So, while on my lunch break, I thought I'd flip through it. Wow. All I can say is did she really attend business school? Or any college, for that matter? I have never read more useless drivel in my life. I can only assume this book was intended for a middle school audience.64 of 77 people found the following review helpful. Puff-piece, an ad. Not worth the price of the paper back.By Maggie FeldmanOne long self-

congratulatory puff piece. An ad for the Trump brand. Was hoping for more. Not helpful for anyone not starting out with a billionaire father. She's been in business for a long time. It should have shown that. 12 of 14 people found the following review helpful. Turgid By Andrew This is the most turgid piece of self-serving crap I've ever tried to read. It is whiny, petulant, and so out of touch as to be laughable. Ivanka should be ashamed for having allowed this book to be ghost-written and released to the public. I feel dumber for having read it!

From the daughter of business mogul Donald Trump and a rising star in the Trump organization, this New York Times bestseller is a business book for young women on how to achieve success in any field, based upon what Ivanka Trump has learned from her father and from her own experiences. Inspiration. Success. Confidence. Passion. No one is born with these qualities, but they are the key ingredients for reaching goals, building careers, or taking a blueprint and turning it into a breathtaking skyscraper. In *The Trump Card*, Ivanka Trump recounts the compelling story of her upbringing as the ultimate Apprentice, the daughter of Donald and Ivana Trump, and shares the life lessons and hard-won insights that have made her a rising star in the business world. Whether it's landing that first job, navigating the workplace, or making a lasting impact, Ivanka's valuable, practical advice for young women shows how to:

- Use uncertainty to your advantage; thrive in any environment
- Step up and get noticed at work
- Focus and efficiency will open doors
- Create a strong and consistent identity; your name and reputation are your best assets
- Know what you want; get the most out of any negotiation.

Ivanka also taps into the wisdom of today's leaders, including Arianna Huffington, Russell Simmons, and Cathie Black, with "Bulletins" from her BlackBerry. "We've all been dealt a winning hand," she writes, "and it is up to each of us to play it right and smart."