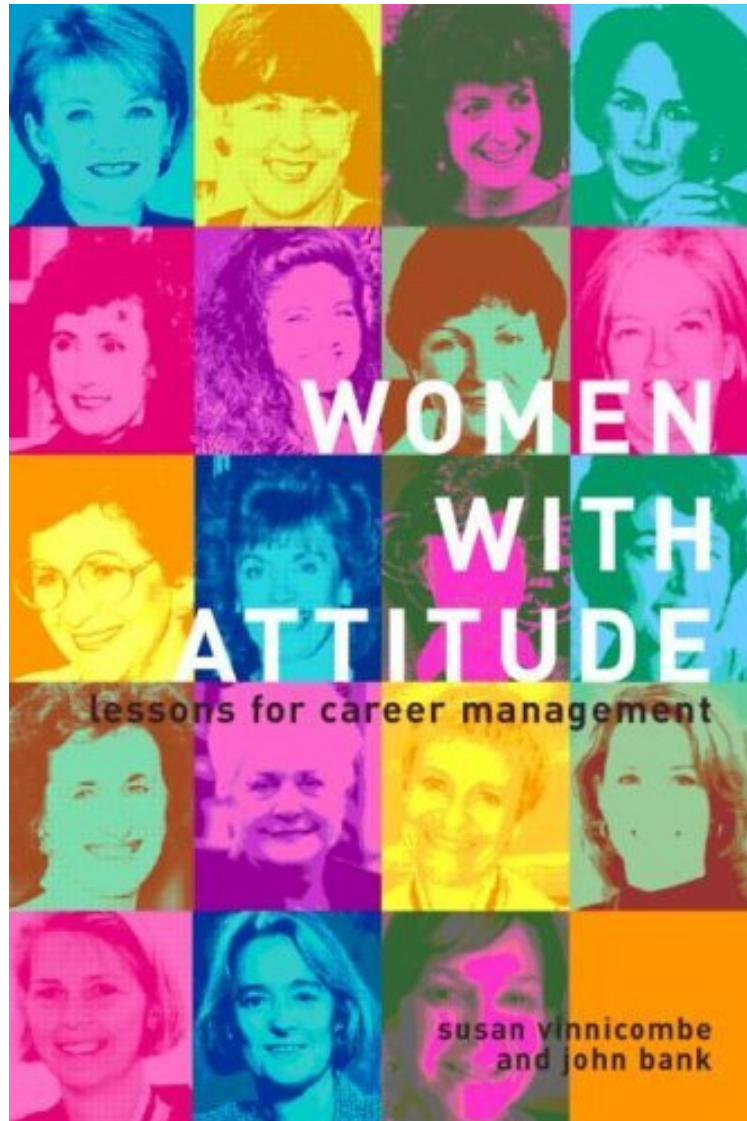


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Women With Attitude: Lessons for Career Management

John Bank, Susan Vinnicombe

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John Bank, Susan Vinnicombe : Women With Attitude: Lessons for Career Management before purchasing it in order to gauge whether or not it would be worth my time, and all praised Women With Attitude: Lessons for Career Management:

This book answers all the questions you've ever wanted to ask top-ranking women directors: How did they make it to the top? What do they think of their success? How does it affect their lives? It brings individual stories of

accomplishment together with expert research into the emergence of women entrepreneurs, aspects of leadership, and the politics of breaking into the boardroom. Here, nineteen top-achieving businesswomen tell the stories of their career success. A groundbreaking study of women in management, entrepreneurship and the politics of leadership, it includes interviews with Barbara Cassani of Go Fly airlines, Camelot's Dianne Thompson, Pearson's Dame Majorie Scardino and Anita Roddick of The Body Shop. All winners of the Veuve Clicquot Business Woman of the Year Award, their diverse lives have been brought together here for the first time. A fascinating insight into the minds and lives of some of the world's top businesswomen, this is a must-read for those seeking inspiration and advice.

"How do women reach the top ranks in the business world? This book explores the ways.."-Business Horizons
"Professor Susan Vinnecombe and John Bank do an excellent job of relating the personal stories of highly successful business women to what we thought we knew about the experiences of women in management. In so doing, they increase our knowledge of both the obstacles women face in pursuing careers and the unique strategies they adopt to overcome these obstacles and take charge of their own careers. "Gary N. Powell, Professor of Management, University of Connecticut .""Boards may be boring; the experiences of the women who have joined the ultimate "old boy's club" are anything but, as this book illustrates. The authors' approach which combines solid research with the life stories of women directors makes for a very readable and timely book. "Mary C. Mattis, Associate Director Senior Research Faculty, Center for Gender in Organizations, Simmons Graduate School of Management, Simmons College.""Based on a blend of research evidence and the career and life journeys of 16 very successful women, the authors provide an engaging picture of how women break into the boardroom. Should be required reading for all senior managers and board members. "Ronald J. Burke, York University."About the Author Susan Vinnicombe is Professor of Organizational Behavior and Diversity Management and John Bank is a Lecturer in Human Resource Management. They are both at Cranfield School of Management.