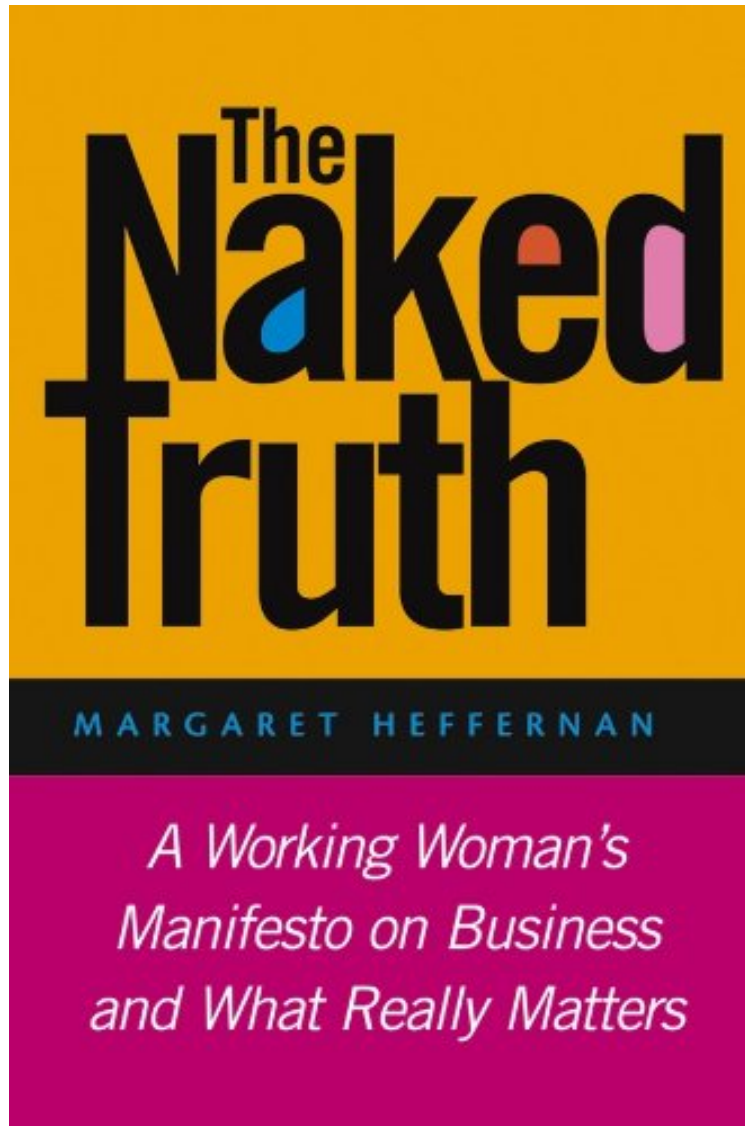


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The Naked Truth: A Working Woman's Manifesto on Business and What Really Matters

Margaret A. Heffernan

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Margaret A. Heffernan : The Naked Truth: A Working Woman's Manifesto on Business and What Really Matters before purchasing it in order to gage whether or not it would be worth my time, and all praised The Naked Truth: A Working Woman's Manifesto on Business and What Really Matters:

1 of 1 people found the following review helpful. Every woman must readBy Jane N. KambalameI normally borrow my books from the Library--if its good enough, I buy my own copy. This book definitely has a space on my shelf. It speaks to every woman who wants to build a career. The best piece of advice I got from the book is that "a peacock

that sits on its tail is just a turkey" -6 of 6 people found the following review helpful. Highly Recommended!By Rolf DobelliAuthor and executive Margaret Heffernan fearlessly declares that decades of advice telling business women to act like men, follow traditional rules and cleave to heartless stereotypes are wrong. Breathe a sigh of relief. It's not you; "It's the system, stupid!" In her eyes, the business world inherently does not welcome, respect or value women. Refreshingly, instead of blaming women, the author conveys the advice of hundreds of female survey respondents who say men hold the aces in the business world and don't want to share. Honest, funny and sometimes disconcerting, she offers advice, inspiring examples and helpful stories. She explains how to find or create a humane, cooperative, supportive workplace that fits your principles - and how to make a realistic appraisal if you are at the change-it-or-quit stage. The one shortcoming is the author's absolute unstated assumption that women are innately, inevitably more cooperative, honest and caring than men. This stereotype is a two-edged sword, wounding those men who do have sound values, and reinforcing the typecasting that women ought to be sweet and nurturing because it's in their genes. That aside, we recommend Heffernan's clear view of the hurdles that block a woman's path to business success and work-life balance. She confronts painful realities and adapts them, or adapts to them, even if in nontraditional ways. If you have to be one person at work and someone different at home, her dynamic vision can help you pull it all together.11 of 11 people found the following review helpful. The ugly truth about gender relations in the officeBy Diane DanielsonMargaret Heffernan has never been afraid to talk about the ugliness that can happen for women in Corporate America. Her new book is no different. It brings up almost every important issue for women trying to climb the traditional corporate ladder. In some cases she offers solutions, either from her own experience and research, or through the shared stories of women she interviewed for the book.Two things in particular in the book stuck with me. In one section she discusses women and their "relationship" with work. I really liked the use of that word, "relationship." Because I do have a relationship with my work, just like I have a relationship with the people in my life or with money. (I had never really thought about it in that way before.) The second item that struck me was after I read one woman's description of something very sexist that happened in the workplace, I expected the next line to say, "that was ten years ago." Instead, the line was "that was in 2004." I think we need reminding that not everything has changed, and in fact, anything going on now is even worse than ten years ago, because it's 2005, and we all (including the boys) know better.

In this provocative book, Margaret Heffernan, former CEO and Fast Company contributor, fuses her own experience with that of hundreds of women to identify the biggest challenges and the best solutions that women face today. From VPs of Fortune 100 companies to entrepreneurs to women just starting their careers, she traces the patterns and themes underlying women's power, choices, love, sex, money, and many other vital topics for working women. Without sugar-coating the facts, preaching, or oversimplifying, she offers solutions and shares the truth about the working world: women's choices are limited, you can't have it all, women do work differently from men and, yes, it is possible to find success amidst all of this and feel good about it. "Finally! A book that exposes the masculine myths about what it takes to be effective in business and helps women reclaim the relational intelligence we have been taught to ignore. A must-read for all women who want to increase their power and influence in the workplace; especially those who are thinking of leaving because they are tired of the corporate gamesmanship that requires splitting themselves into a 'work me' and a 'home me.'" —Joyce K. Fletcher, professor of management, Simmons School of Management, Boston, Massachusetts Order your copy today!

From Publishers Weekly"I never wanted to work in business," writes Heffernan. Twenty years after expressing that sentiment, as CEO of a technology company, she found herself "having the time of my life" and wondered whether she had "completely lost my mind? Or sold my soul?" Heffernan sees "women creating a new business order that places values at the heart of business, takes sustainability seriously, and recognizes that business is and always will be emotional." Eleven chapters are peppered with her own illustrative anecdotes and insights plus those of 63 career women representing a wide variety of positions and professions. These contain instructive descriptions of potential pitfalls and urgent advice, each one ending with a list of "Travel Thoughts" to keep in mind. Readers are told how to climb the corporate ladder, maintain a female identity, navigate toxic environments, see through common fallacies, acquire power, balance work with personal life, break into top management, assert autonomy, strike out on their own and reinvent a "parallel universe" of humanitarian alternatives. Nothing is new or told in a fresh way, but Heffernan delivers the catalogue of female careerist frustration succinctly and sympathetically. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.From BooklistThis book is fresh, honest, and compelling--if only for the dozens of women (and some men!) whose lives and thoughts are excerpted here. What Heffernan--an ex-CEO, consultant, speaker, and former BBC television producer--has compiled is the story of women in corporate America today, who, despite all the hype and hyperbole, have not progressed as far and as fast as has been predicted. Women hold 8 percent of executive titles and 9.9 percent of line positions: statistics revealing the true state of affairs. Frankly autobiographical, the author also shares the experiences of others; specific issues include stereotyping (calling someone a "geisha," "bitch," "guy," or just plain "invisible"), toxic bosses and hostile

environments, power, a well-balanced and whole life, exits, career paths, and, ultimately, becoming an internal change agent. There is much good advice (remember to "leave smart") and much to think about, including provocative questions at each chapter's end called "Travel Thoughts." Reassurance--and a reaffirmation. Barbara Jacobs Copyright copy; American Library Association. All rights reserved "The Naked Truth is about choice; about taking risks and assessing whether you want that choice enough; then you may be recognised, successful, fulfilled and happy;" (AccountingWebUK, 9th August 2005) "purports to identify the four types of women who populate office life;" (The Guardian, 8th November 2004) "Heffernan's book gives strategies for dealing with toxic bosses and misogynistic environments;" (The Times T2, 2nd November 2004) "she (the author) perceptively dissects the nature of power and its source;" (Management Today, November 2004) "thought-provoking book;" (Western Daily Press ndash; Bristol, 27 October 2004) "I never wanted to work in business," writes Heffernan. Twenty years after expressing that sentiment, as CEO of a technology company, she found herself "having the time of my life" and wondered whether she had "completely lost my mind? Or sold my soul?" Heffernan sees "women creating a new business order that places values at the heart of business, takes sustainability seriously, and recognizes that business is and always will be emotional." Eleven chapters are peppered with her own illustrative anecdotes and insights plus those of 63 career women representing a wide variety of positions and professions. These contain instructive descriptions of potential pitfalls and urgent advice, each one ending with a list of "Travel Thoughts" to keep in mind. Readers are told how to climb the corporate ladder, maintain a female identity, navigate toxic environments, see through common fallacies, acquire power, balance work with personal life, break into top management, assert autonomy, strike out on their own and reinvent a "parallel universe" of humanitarian alternatives. Nothing is new or told in a fresh way, but Heffernan delivers the catalogue of female careerist frustration succinctly and sympathetically. (Sept.) (Publishers Weekly, September 20, 2004) "a provocative new business book; aims to offer practical solutions to difficulties women might encounter in the workplace;" (The Daily Telegraph, 12 August 2004)