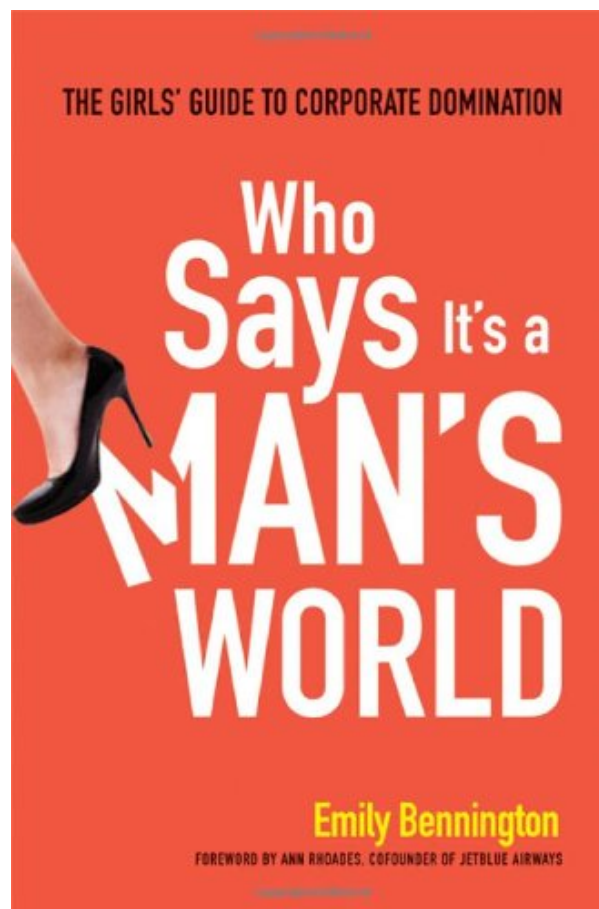



WHO SAYS IT'S A MAN'S WORLD: THE GIRLS' GUIDE TO CORPORATE DOMINATION BY EMILY BENNINGTON



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THE GIRLS' GUIDE TO CORPORATE DOMINATION



Who
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WORLD

Emily Bennington

FOREWORD BY ANN RHOADES, COFOUNDER OF JETBLUE AIRWAYS

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"The Atlantic" magazine has called it the "end of men." For the first time in U.S. history, women form the majority of the workforce, filling more managerial positions than their male counterparts. Today's women are primed to take over the corporate world--if they don't stumble on the way up. Packed with insights from extraordinary women who have climbed the corporate ladder--including McDonald's president Jan Fields, JetBlue cofounder Ann Rhoades, and fashion pioneer Liz Lange--"Who Says It's a Man's World" helps women navigate the rocky path from cubicle to executive suite. This ultra-practical guide offers an ideal "Success Profile" along with the measurable action steps needed to excel in each of five reputation-enhancing areas: personal development, social skills, effectiveness, team building, and leadership. Complete with the latest research on women in the workplace and an eye-opening "promotability" assessment, "Who Says It's a Man's World" provides readers with everything they need to build their own fast-track career plan.

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Most helpful customer reviews

5 of 5 people found the following review helpful.

A brilliant response to this question: "What does it take for women to win at the highest level?"

By Robert Morris

As I began to read this book, I was again reminded of one of my favorite scenes from "The Mary Tyler Moore Show" when Mary Richards (MTM) is being interviewed by Lou Grant (Ed Asner), manager of TV station WJM, who observes, "You know, Mary, you have spunk." She thanks him. "I hate spunk!" Well, Grant may but I do not. Nor does Emily Bennington as she aggressively challenges the remarkably durable male dominance of the U.S. corporate world despite the fact that women have an increasing greater impact on the economy. These are among the most recent statistics of which I am aware concerning that impact in the United States:

\$ Female consumers control 85 percent of all purchase decisions, responsible for more than \$7 trillion in spending.

\$ Women control about 80% of household spending.

\$ Companies with the highest representation of women board members attain significantly higher financial performance than those with the lowest representation: 5 \$ \$ 3% higher Return on Equity; 42% higher Return on Sales; and 66% higher Return on Invested Capital.

\$ In the U.S., about 10.4 million firms are owned by women (50% or more), employing more than 12.9 million people, and generating \$1.9 trillion in sales.

\$ Credit women with spending power equal to 90% of the 65-68% of houses bought by couples, or about 60% (0.9×0.66) of all couples' real estate dollars.

\$ About 18% of homes bought by single women account for 75-80% of residential real estate spending.

\$ Women purchase about two-thirds of vehicles and influence 80% of all sales.

\$ About 65% of PC purchases are made by women.

\$ Women account for \$55 billion of the \$96 billion spent on electronics gear.

\$ Women account for at least half of B2B spending.

Thus is truly impressive leverage of which women have not as yet taken full advantage but they're learning, thanks to books such as this one. However, as Bennington points out in the Introduction, "women account for just 4 percent of Fortune 500 CEOs, 6 percent of top earners, and 16 percent of board directors and corporate officers." It will take much more than spunk to achieve the "domination" to which the subtitle of this book refers. Of course, Bennington knows that. She wrote this book in response to the question that serves as the title of this review. Hers is a straightforward, no nonsense, practical, and on occasion (yes) spunky approach to various key issues, major issues, that she examines with uncommon rigor.

These are among the passages that caught my eye, also listed to indicate the range of Bennington's coverage of subjects:

- o The Three Biggest Career-Killing Hobs and How to Handle Them (Pages 13-16)
- o Sanity 101: Five Must-Have Tradeoffs for Working Moms (27-29)
- o Keeping in Mind @ Work (36-41)
- o Why Surveyed Women Prefer Male Bosses (46-53)
- o Why Do Comparisons Trip Us Up So Much? (56-59)
- o Action Plan: Social Skills Goals (76-78)
- o Intentions: Your Present Self (87-88)
- o Six Ways to Earn Respect Under the Corporate Umbrella (101-105)
- o Seven Ways to Royally Screw Up Your Reputation (105-108)
- o Must-Have Skill #1: Communication (112-114)
- o When the S*** Hits the Fan (151-157)
- o Leading from Where You Are (175-177)
- o The Difference Between Mentors and Sponsors (188-189)

One of the book's greatest strengths is the series of "action plans" that Bennington includes, each based on the achievement of specific goals: self-awareness (Pages 41-42), aforementioned social skills (76-78), in response to a client (125-126), personal effectiveness (129-132), team development (168-170), and leadership (197-199).

When concluding the book, Emily Bennington again affirms that there's nothing more important to a woman's success than being a magnificent woman first because "the truth is, it's not a man's world or a woman's world. It's our world, because it's what we make of it. No ceiling." I hope that those who read this commentary will be better prepared to determine whether or not they wish to read the book and, in that event, will have at least some idea of how to help eliminate all gender-specific limits on personal growth and professional development for men as well as for women, especially now when such freedom is most needed in what has become a global marketplace.

2 of 2 people found the following review helpful.

A must read for professional women

By John R.

This book really gives you practical and actionable tips for your career. I am a professional woman who has been in the corporate world for 7 years. From my experience, you really must read this book if you want to learn how to navigate the rocky path as a woman in the corporate world.

I loved that she focused on the woman first, not external factors. For instance, Emily says that you must be magnificent first in order to have a magnificent career. I think it is so important because we have to be in charge of our own success and we can't blame not being successful to external factors. I love that she said in her book, "The glass ceiling is only there if you think it is. Who you are has no glass ceiling...it's our world because it's what we make of it."

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"Who Says It's a Man's World..."

By Mark Anthony Dyson

I also read through the reviews of Bennington's last book, *Effective Immediately: How to Fit In, Stand Out, and Move Up in Your First Real Job*. Most of the positive reviews mentioned how practical the book was acting as a guide for new graduates. Even seasoned professionals commented how the advice was so practical and precise.

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