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I'd Rather be in Charge: A Legendary Business Leader's Roadmap for Achieving Pride, Power, and Joy at Work (First Trade Paper ed)

By Charlotte Beers

CDS Books. Paperback. Book Condition: new. BRAND NEW, I'd Rather be in Charge: A Legendary Business Leader's Roadmap for Achieving Pride, Power, and Joy at Work (First Trade Paper ed), Charlotte Beers, Charlotte Beers is proof that women can achieve power, pride, and joy at work-despite the odds. In the highly competitive and often cutthroat world of advertising, Charlotte became the first female ever to head two giant, multinational advertising agencies. In serving her demanding clients, she helped build many of the most important brands around the world. Today, Charlotte rates her current title-teacher-her most satisfying, as she travels through the United States and Europe educating women on how to ignite their own strengths, in what she calls "the era of forging ahead for women." Her pioneering experiences have been captured in I'd Rather Be in Charge, creating a blueprint for women as they face their own challenges and strive to achieve the positions of leadership and influence they deserve. Told in an intimate and honest style, I'd Rather Be in Charge is part personal history, part pragmatic guide, as Charlotte describes her own experiences, lessons from her peers such as Martha Stewart and Suze Orman, as well as stories...



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