



Pitch Like a Girl: How a Woman Can Be Herself and Still Succeed

Ronna Lichtenberg

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Shelves full of business books have told women that the only way to win at work is to be like a guy. The truth is that science shows that the brains of men and women work differently. Here are proven techniques to maximize the intrinsic and instinctive strengths of women for the workplace.

Despite steady advancement, part of the reason for women's continuing struggle for success is a very personal challenge: They feel uncomfortable doing anything that feels like self-promotion.

That's why Ronna Lichtenberg, corporate veteran turned highly sought-after management consultant, built a program for women that works with their unique advantages.

Starting with recent developments in brain sex research and moving through social stereotypes, Lichtenberg takes a fresh look at how women relate to work and shows them how to use their gifts to get what they want. The book includes easy-to-use tools, tips on managing communication styles, and exercises that have been honed in Lichtenberg's many workshops.

Whether giving women pragmatic advice on what to do about that infuriating boss, how to know how much money they should be making (and how to get it), or how to follow up without feeling like a beggar or a stalker, Lichtenberg is real, and really funny at the same time. Her advice ushers in a new world of possibilities for women who are ready for a success that feels right.

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