



The Promotable Woman

Norma Carr-Ruffino

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The Promotable Woman presents important strategies to overcome career obstacles and stereotypes and achieve business success. It concentrates on guiding women to becoming outstanding leaders by focusing on two key areas: a woman's own image of what her role and behavior should be and the stereotypes others have about women.

Specific areas of development The Promotable Woman explores include:

- * How your self-concept affects your leadership style.
- * Making constructive behavioral changes to function more effectively as a person.
- * How the stereotypes of others affect your leadership style.
- * Developing specific skills that establish your competence and deal effectively with stereotypes.

By developing a personal career image and a role in business, the promotable woman will discover her appropriate level of firmness, friendliness, and assertiveness to maintain a successful and fulfilling business and personal life.

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