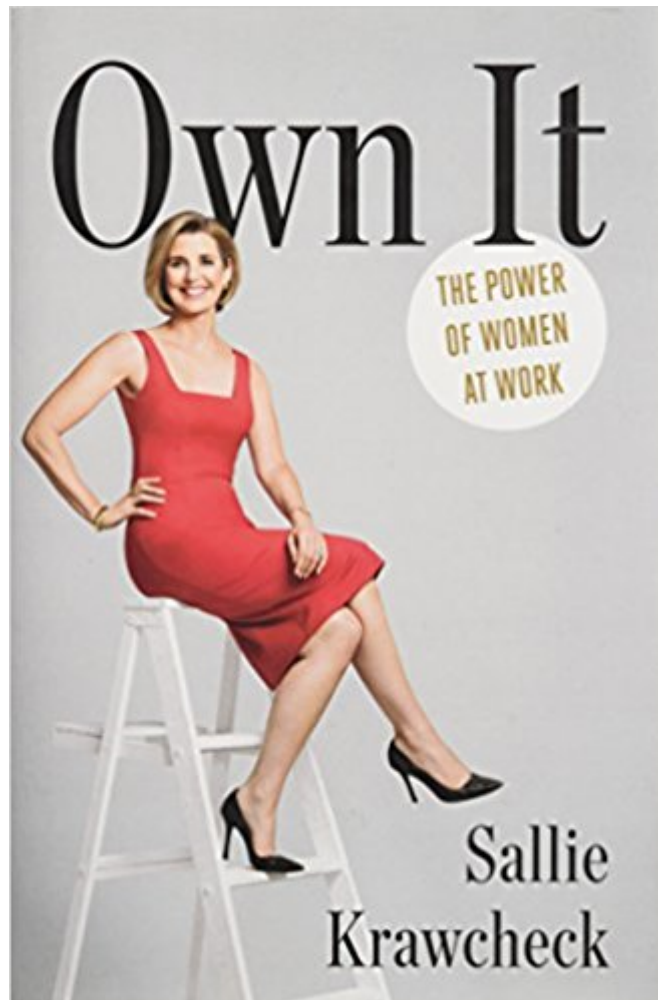




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Own It: The Power Of Women At Work



Synopsis

A Wall Street Journal and Washington Post Bestseller, *Own It* is a new kind of career playbook for a new era of feminism, offering women a new set of rules for professional success: one that plays to their strengths and builds on the power they already have. Weren't women supposed to have "arrived"? Perhaps with the nation's first female President, equal pay on the horizon, true diversity in the workplace to come thereafter? Or, at least the end of "fat-shaming" and "locker room talk"? Well, we aren't quite there yet. But does that mean that progress for women in business has come to a screeching halt? It's true that the old rules didn't get us as far as we hoped. But we can go the distance, and we can close the gaps that still exist. We just need a new way. In fact, there are many reasons to be optimistic about the future, says former Wall Street powerhouse-turned-entrepreneur Sallie Krawcheck. That's because the business world is changing fast - driven largely by technology - and it's changing in ways that give us more power and opportunities than ever|and even more than we yet realize. Success for professional women will no longer be about trying to compete at the men's version of the game, she says. And it will no longer be about contorting ourselves to men's expectations of how powerful people behave. Instead, it's about embracing and investing in our innate strengths as women - and bringing them proudly and unapologetically, to work. When we do, she says, we gain the power to advance in our careers in more natural ways. We gain the power to initiate courageous conversations in the workplace. We gain the power to forge non-traditional career paths; to leave companies that don't respect our worth, and instead, go start our own. And we gain the power to invest our economic muscle in making our lives, and the world, better. Here Krawcheck draws on her experiences at the highest levels of business, both as one of the few women at the top rungs of the biggest boys' club in the world, and as an entrepreneur, to show women how to seize this seismic shift in power to take their careers to the next level. This change is real, and it's coming fast. It's time to own it.

Book Information

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Customer Reviews

A Wall Street Journal and Washington Post bestseller—It's no secret the business world is in a time of transformation, largely driven by technology. Increased automation means that skills like collaboration, creativity and relationship-building are even more valuable. As Krawcheck shows, women are uniquely positioned to succeed by tapping into these skills they already possess. Own It is a manual for how women can both thrive and accelerate these changes—which will benefit both men and women.

—Arianna Huffington, founder and CEO of Thrive Global and author of Thrive

—“It's easy to get caught up in all the stereotypes and misconceptions about what it means to be a powerful woman. Sallie Krawcheck sets the record straight, showing that being a powerful woman in business isn't about being the fastest or strongest or best at playing the "man's game". Because the world is changing in ways that give women more of an edge than ever. Whether we leverage it to rise up in our careers, start businesses, or make a difference with our dollars, that power is real - and it's time to own it.

—Venus Williams

—“Take it from the most powerful woman on Wall Street: our future depends on women. With courage, charisma, and cold hard facts, Sallie Krawcheck shows that instead of playing by the rules men created, it's time for women to rewrite the rules.”

—Adam Grant, Wharton professor and New York Times bestselling author of *Originals* and *Give and Take*

—“In today's complex world where real change is happening in real time, all companies are grappling with the challenge of reimagining their way forward. Doing so requires a culture of collaboration, openness and questioning—and diversity of thought, perspective and, yes, gender. In this cogent and unflinchingly honest book Sallie Krawcheck inspires women to embrace the power of their diversity to reimagine their careers.”

—Beth Comstock, Vice Chair, GE

—“Young women are raised to think they don't have the natural skills to succeed in a “man's world.” In this inspiring book, Krawcheck shows why stereotypically “female” qualities are

actually a source of strength. "This book fills me with hope that our next generation of young women will grow up believing they are brave and capable of changing the world."

Reshma Saujani, Founder and CEO, Girls Who Code

"In *Own It*, Sallie Krawcheck lays out the business case for workplace equality and the roles all of us must play in shifting our companies toward equal pay, equal opportunity, equal advancement and equal rights for all."

Marc Benioff, Chairman and CEO, Salesforce

"Having worked at the top rungs on Wall Street at a time when groupthink nearly ran our economy into the ground, Sallie Krawcheck knows better than anyone that doing business the 'old boys club way' is no longer viable. In this powerful, honest, and yet intensely optimistic book, she shows why women today have more options than ever, and how we can seize them by bringing our true selves to work."

Karen Finerman, CEO of Metropolitan Capital Advisors

"Too many business leaders still look at the gender pay gap and the lack of women in senior positions a 'women's' issue." Sallie Krawcheck has been there, and she knows better. *Own It* shows how the rise of women in business boosts the economy and society as a whole. Companies and leaders who recognize and embrace this will prosper. In today's competitive economy, Sallie tells us how to leverage the growing power of women in ways that benefit us all."

Ian Bremmer, president and founder of Eurasia Group and author of *Superpower*

Sallie Krawcheck is the Co-founder and CEO of Ellevest, an innovative digital investment platform designed to help women reach their financial goals. She is also Chair of Ellevest Network, a professional networking community whose mission is to advance women in business. She is one of the highest ranked women ever to have worked on Wall Street, having held posts such as CEO of Smith Barney, CEO of Merrill Lynch Wealth Management, and CFO of Citigroup. She is one of the most-read influencers on LinkedIn, and has been profiled as one of Fast Company's "Most Creative People in business," as well as in *The Wall Street Journal*, *Fortune*, *Forbes*, and more. Krawcheck attended the University of North Carolina at Chapel Hill and holds an MBA from Columbia University.

Brave, bold account of Sallie Krawcheck's journey in the often cutthroat world of finance. Raw, relatable... and most of all, inspirational! Let's embrace what makes us uniquely women: we're risk aware, manage complexity better, relationship focused, think long-term, love to learn, and aspire to

live with purpose. We're great for business and a better world! Everything we need to live with passion and purpose is within us. We just need to own it! Loved the message in this book so much that I bought the audio and hardback versions and hope to start an Ellevest Networking group in Santa Barbara!

> 08.05.2017 > OWN IT > Release Available 01.17.2017 From Author Ms. Sallie Krawcheck is a Rich Content & Discussion, etc on A NOW Plus+ Power Model Case Of Women At Work Developed In Over 246+ Pages, 16+ Chapters. > OWN IT Makes & Delivers A Very Strong Content & Discussion On The "WHY NOW" Case For Women To Build & Own Their NOW & FUTURE Opportunities, etc. > The Time Is NOW For Women To Go Forward & Not To Follow The Ways Of Men, Unless Men Are Going To Be Of REAL Assistance!. > Prior To Now, Women Have Tried To Follow The Ways Of Men Which, Up Until Now, It Has Been Difficult, If Not Impossible For Them! > Women Need Wait No More! > My Prior Assistance Was Multiple Gifts Of OWN IT To Multiple Women, etc. > OWN IT Shows Women How To Take Their Careers To Their Next Level...By Playing With A New Set Of Rules That Builds On Their Natural Strengths > Author Ms. Sallie Krawcheck Shows Women How Each Can Ride The Wave Of Their Revolution To Own Their Revolution & Own Their Careers & Futures! > Women > Invest & Acquire Your Own Copy Of OWN IT Today!!!....> Carpe Diem...> Michael GreenGold....

Rarely does a successful executive allow his or her failures and weaknesses to be exposed and shared so all of us can hopefully learn from those mistakes. Krawcheck holds no punches when talking about herself and her experiences. She is also exceedingly gracious when talking about others. I personally observed Krawcheck in one of those positions and her description is accurate. She is a class act, a real deal ... we need more Sallie Krawchecks in Corporate America.

Such a great book!! This was a great and easy read, I loved all of Sallie's personal anecdotes. The book is well researched and was easy to follow, and it was encouraging to hear someone talk about all the reasons women have so much to contribute at work and as leaders. I would recommend to any woman who's struggling with gender inequality at work and looking for encouragement and practice ideas about starting those "courageous conversations". While some could see this book as Sallie plugging Ellevest, I took away the impression that she is truly dedicated to her new-found mission and her "pitch" for Ellevest is the best kind, from someone who truly believes in her mission and has the authentic journey to backup her reason for starting the company and telling her readers

about it. Thank you for writing this!!

A great storyteller, Sallie Krawcheck backs her stories with facts. If she states the obvious, it's wonderful to hear. Never a dull read, there is solid advice and encouragement in this book.

This book has completely changed my perception of what empowerment means. Its a MUST READ for anyone who has a passion for gender parity and inclusion in the workplace. Thank you Sallie!

There's great advice in here, but what made it a great read for me was the example she sets. Sally was born to lead, and Own It provides a rare opportunity to get inside her head.

Sallie's words are thoughtful, honest and inspirational. She shares personal stories that we all can relate to. A great read for any woman today.

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