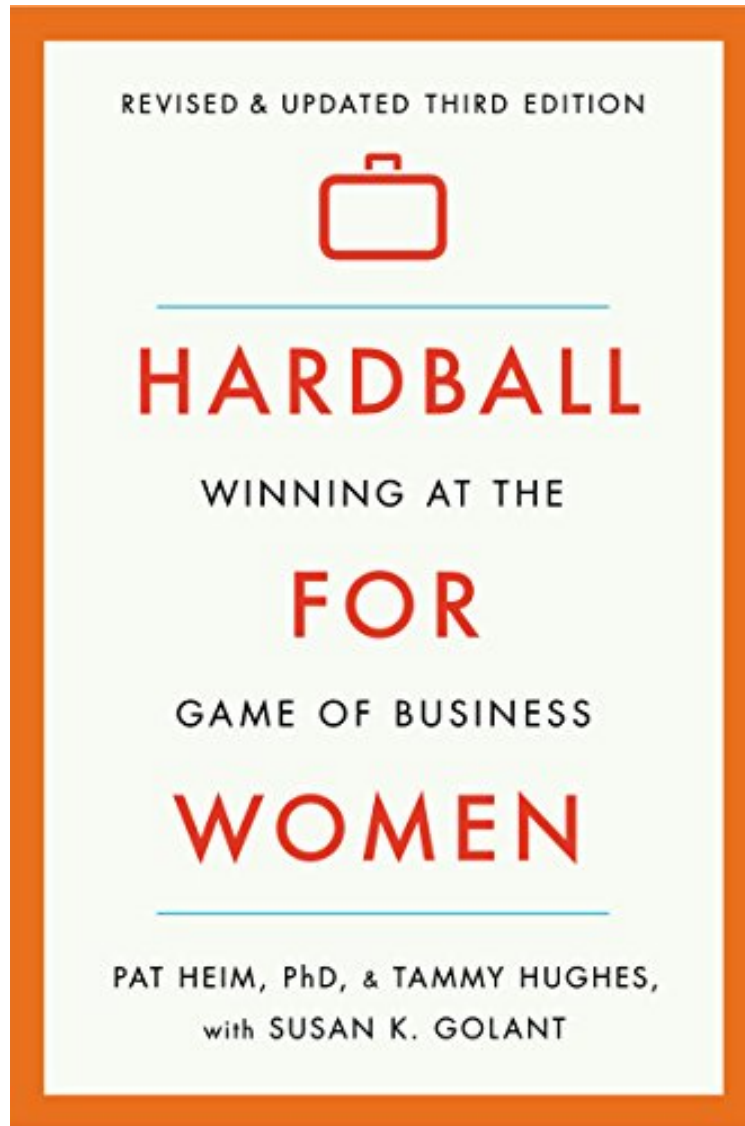


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Hardball for Women: Winning at the Game of Business: Third Edition

Pat Heim, Tammy Hughes, Susan K. Golant
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The bestselling guide fully updated for the post-Lean In era; For nearly two decades, *Hardball for Women* has shown women how to get ahead in the business world. Whether the arena is a law firm, a medical group, a tech company, or any other work environment, *Hardball for Women* decodes male business culture and shows women how to break patterns of behavior that put them at a disadvantage. It explains how to get results when you "lean in"; without being thrown off balance. Illustrated with real-life examples *Hardball for Women* teaches women how to: Successfully navigate middle management to become a leader in your field Be assertive without being obnoxious Display confidence Engage in smart self-promotion Lead both men and women—and recognize the differences between them Use "power talk"; language to your advantage

From *Publishers Weekly* In this constructive, no-nonsense guide, business consultant Heim addresses women executives who, despite technical proficiency, hard work and managerial skills equal or superior to those of their male co-workers, have been passed over for promotions. With Golant (*No More Hysterectomies*), she stresses the need for women to study the sports-modeled, competitive culture of men, focused on money and status, and to learn to work according to its rules without betraying their "inner selves." Using sports jargon and examples, she advises such techniques as attacking a problem—not the person responsible—adhering to team goals and accepting criticism from a "coach." She also offers valuable tips on positive body language (no tears), dressing and more, and reminds women that "in a man's world—as in sports—winning is all that matters." Copyright 1992 Reed Business Information, Inc. From *Library Journal* The game of business (and here you can substitute any profession) is hardball, played according to the rules of the male culture. Heim acts as an interpreter, explaining the different behaviors and mind-sets boys and girls learn and carry into their lives as adult men and women. For example, boys learn to compete; girls learn to get along. Each chapter begins with a summary of the hardball lessons boys learn and the house-and-doll lessons girls learn and concludes with key pointers for playing hardball successfully. Concepts are illustrated with compelling real-life examples. This landmark work will likely become essential reading for professional women everywhere. At the same time, it offers men considerable insight into the strengths and contributions of the female culture. Highly recommended. — Nancy Myers, Univ. of South Dakota Lib., Vermillion Copyright 1992 Reed Business Information, Inc. One of O, *The Oprah Magazine's Must Reads* "In this constructive, no-nonsense guide, business consultant Heim addresses women executives who, despite technical proficiency, hard work and managerial skills equal or superior to those of their male co-workers, have been passed over for promotions." — *Publishers Weekly*