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Pitch Like a Girl: Get Respect, Get Noticed, Get What You Want

Ronna Lichtenberg

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RONNA LICHTENBERG

PITCH LIKE A GIRL

GET RESPECT, GET NOTICED,
GET WHAT YOU WANT

"An intellectually and emotionally challenging prescription . . . flexible enough to be applied to a variety of situations and specific enough to feel directed—and empowering."
—*Publisher's Weekly*

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Ronna Lichtenberg : Pitch Like a Girl: Get Respect, Get Noticed, Get What You Want before purchasing it in order to gauge whether or not it would be worth my time, and all praised Pitch Like a Girl: Get Respect, Get Noticed, Get What You Want:

0 of 0 people found the following review helpful. It's also a good book for anyone in sales. By Liza This book is a must read for women in business. It's also a good book for anyone in sales. I like that it is not about being a victim, but rather about recognizing things that will help you improve how you are perceived. Let's face it, perception is reality. I

have watched my male colleagues get praised for doing things that I consider showing off. That fact is that you can't just work hard and wait to be recognized. You have to let me know how good you are.³ of 4 people found the following review helpful. One "Aha" After Another By Carole J. Howard The illusion that women in business should be like men has been deepening so gradually, for so long, it's been hard to see it happening. But it has. Thankfully, this book uses science, strategy, and common sense to dissolve one myth after another. It's fun to read, too, because it's written in a witty and personal way, as if your smartest and best friend were letting you in on her time-tested secrets. This is my favorite kind of HowTo book, the kind that also pays attention to WhyTo. Best of all is the relief of being reassured that the way you are is the best way to be, so long as you become fluent in the nuances.¹ of 1 people found the following review helpful. Good turn around time By Aftetime Photography The book arrived early. I heard the review on NPR radio and enjoyed the reading this informative book. I have also been a "prime" member for several years and really think the service is worthwhile.

Pitch Like a Girl offers proven techniques to maximize a woman's instinctive strengths and effectiveness in the workplace. Despite steady advancement, part of the reason women still struggle to succeed in business is the discomfort they feel doing anything that feels like self-promotion. That's why Ronna Lichtenberg, corporate veteran turned highly sought-after management consultant, developed 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.

From Publishers Weekly Despite a title that draws on an insult and a simplistic premise—that there are "pink" and "blue" styles of self-presentation; Lichtenberg's latest contribution to fem-biz lit offers an intellectually and emotionally challenging prescription. The "pitch" in question involves "using your influence, skills and powers of persuasion to gain support and to get people to do what you want them to do," and her method for learning to pitch comes complete with self-diagnostic exercises and the usual instructive anecdotes. Lichtenberg's woman must know who she is and what she wants, identify helpers and obstacles, unlearn self-defeating behaviors and learn to create a "Me, Inc. Mindset." Her strategies range from "visioning" personal goals to figuring out how to "dress for the client." Women, Lichtenberg says, consistently undervalue themselves in real dollars, and she offers concrete tips for salary negotiations. Throughout, Lichtenberg offers encouragement and empathy, and anecdotes from her transition from corporate life to writing (and leading seminars). For those who can't quite believe in themselves, "I'm a big believer in faking it." The results are flexible enough to be applied to a variety of situations and specific enough (including how to choose PowerPoint colors) to feel directed—and empowering. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Lichtenberg (*It's Not Business, It's Personal*, 2001) explores a new kind of style-persuasion categorization—pinks versus blues or stripes of both colors—to demonstrate how women (and yes, men, too) can use their natural powers of influence for success. What is with these gender tones? Quite simply, pink represents those who connect with you before doing business, like Oprah or Bill Clinton, whereas blue is assigned to those concerned with getting the job done, à la Martha Stewart or Margaret Thatcher. And, yes, her entire argument is devoted to helping the pinks win, whether it is looking at the differences (for instance, people versus symbol preferences, importance of relationships) or demonstrating the real pitch, from homework and heart work to packaging and delivering. Along the way, sidebars (e.g., "Tips from TV") and exercises ("give yourself feedback") turn what could be "professional" prose into a reality show. Barbara Jacobs Copyright copy; American Library Association. All rights reserved. "One reason women are paid less than men is that they don't negotiate—they don't ask. Ronna Lichtenberg makes it easy and even fun." —Sheila Wellington, former President of Catalyst and Clinical Professor of Management, NYU/Stern School of Business "I wish I had learned how to pitch; at Harvard Business School— it's absolutely essential to success. Luckily there's a book like this!" —Rachel Greenwald, New York Times best-selling author of *Find a Husband After 35 Using What I Learned at Harvard Business School* "Having coached corporate women for several decades on how to become successful leaders, I've found that one of the reasons working women don't get what they want, and deserve, is that they don't ask for what they really want!!! Lichtenberg makes sense of all the complex reasons why women have so much trouble with asking, and then lays out how to do it so clearly that any woman reading this will be able to put it to use and see immediate results. Her "pink and blue theory" is one I plan to use with the women in my own organization!!!!" —Jean M. Otte, Founder and CEO, WOMEN Unlimited, Inc. "Whether yours is male or female, Ronna Lichtenberg's book is chock full of brilliant ideas to help you win. A great read with powerful ideas for every business woman—and for smart business men too." —Donny

Deutsch, Chairman CEO, Deutsch, Inc. "Study upon study points to self-promotion as both critical for success and difficult for many otherwise accomplished women. Ronna Lichtenberg goes well beyond the usual tips about how to play corporate power games to teach women how to empower themselves in their own way. Any woman who wants to lead (or is already leading) should read this." --Herminia Ibarra, Ph.D., The INSEAD Chaired Professor of Organizational Behavior and author of *Working Identity: Unconventional Strategies for Reinventing Your Career* "New technology shows that men and women tend to think and act differently. Ronna Lichtenberg tells us how to turn that knowledge into helping women succeed." --Judy B. Rosener, Ph.D., Professor, Graduate School of Management, UC Irvine, Author, *America's Competitive Secret, Women Managers* "Any woman who wants to build her business needs to know how to pitch. This book will help both the woman ready to make her first dollar and the woman ready to make her next million." --Dr. Marsha Firestone, *Women Presidents Organization* "Pitch Like a Girl is important for all women who may not consider themselves businesswomen. The plight of nurses has become a national crisis. Hospitals and healthcare are "blue" dominated fields and Ronna's landmark work offers a valuable framework and practical strategies for Nurses and Nurse Executives to create environments and build relationships that will amplify their voices and promote their valuable contributions to healthcare." --Theresa Rejrat, Deputy Executive Director, Patient Care Services/Bellevue Hospital Center "In a style that is both entertaining and informative, Lichtenberg has translated scientific findings into a wealth of practical advice that will help women shatter the glass ceiling without losing their femininity." --Laurie A. Rudman, Associate Professor, Department of Psychology The State University of New Jersey, Rutgers "Pitch like a girl will become the ultimate complement! Ronna Lichtenberg outlines all the steps women need to take to truly master negotiating. Its a must read for anyone who thinks pink!" -- Alexandra Leberthal, President and CEO, Leberthal Co., Inc "Ronna's new book is chock full of useful information for women who already enjoy success in the business world as well as those who aspire to do great things. Her candid, no-holds-barred advice and real-life storytelling is a powerful combination that is bound to strike a chord with working women everywhere." --Lisa Weber, President, Individual Insurance, MetLife "I love that Ronna's book teaches women to embrace who they are and bring their fullest selves to the business and marketing table. Thought-provoking, well-researched, and inspiring!" --Julie Morgenstern, author of *Making Work, Work* "This book is a valuable resource for women who want to take charge of their careers. Ronna shares a framework for understanding style and individual differences in a way that challenges us to own our strengths and maximize our impact. Very empowering!" --Mae Douglas, Senior Vice President and Chief People Officer, Cox Communication "Lichtenberg, a corporate consultant and contributing editor at O magazine, has written a funny and heartfelt how-to manual for women on selling themselves without selling out. The title refers to the proverbial sales pitch and is used throughout as a metaphor for getting what you want. To that end, the author walks readers through the entire process, from visualizing an idea and rafting the pitch to pricing it, sizing up the opponent, and presenting. Lichtenberg bases much of her direction on a stereotypical but effective pink-vs.-blue framework, where women are more often than not "pink" while the world of business tends to be "blue." By providing helpful tips in a friendly, girl-talk manner, she deals with tough issues, including self-promotion, negotiating, rejection, and failure, in a nonthreatening and humorous style. Work sheets and checklists increase readers' participation, with anecdotes used to illustrate numerous points. Overall, this is a fun read and one likely to boost one's sales skills and self-confidence. Recommended for public libraries." --Susan Hurst, Miami Univ. of Ohio Lib., Oxford -- *Library Journal*