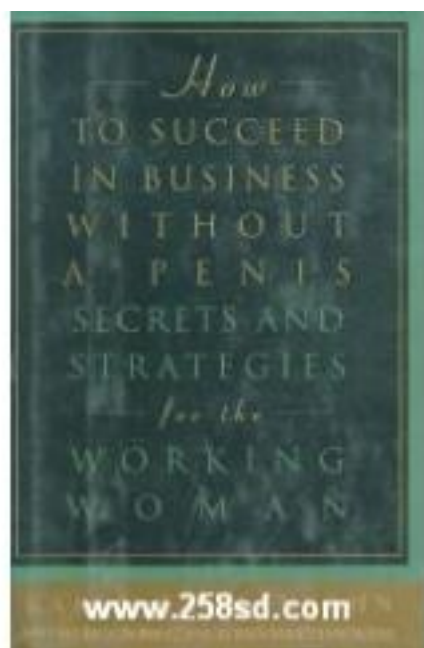


# How to Succeed in Business Without A Penis



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著者:

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Amazon.com The provocative title is just the beginning. Wait till you see what's inside... Written by former advertising executive and self-confessed workaholic Karen Salmansohn, this is not your mother's advice book. Nope, no warm and maternal platitudes here. Salmansohn has written a devilishly funny and utterly bawdy book that also happens to be intelligent and insightful. Salmansohn takes gender roles, chews them up, spits them out and tells working women how to get out there in the world and get what they deserve. From Publishers Weekly Salmansohn (How to Make Your Man Behave in 21 Days or Less, Using the Secrets of Professional Dog Trainers) aims to blend the "informational" aspect of men's business books with the "affirmational" component of those oriented to women. A former advertising exec, Salmansohn knows that packaging can always spiff up a product; even if she can't

divine new paradigms, she can use creative typography, clever (and sometimes cloying) phrasing and lists, lists, lists, like any good woman's mag. If you can get past her name for an exercise break ("The Staremaster"), you'll find her advice is pretty sound. She recognizes that supposed male advantages like single-mindedness can also boomerang into oversuspiciousness, thus allowing women to succeed in the long run. And she acknowledges that alleged female advantages like sensitivity have their down sides. Salmansohn skates on some thin ice when she discusses workplace sexuality; she encourages readers to get in touch with their sexuality and recommends flirting as a path to success?though she does give advice on defusing sexual harassment. Copyright 1996 Reed Business Information, Inc. See all Editorial Reviews

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