

Breaking Through "Bitch"

Carol Vallone Mitchell, Annie McKee

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When a man strongly asserts his point of view and autonomy, he is hailed as a strong, competent leader. When a woman exhibits the same executive qualities, she is labeled a brusque, overbearing bitch. This is not really news anymore, is it? Yet these unfair perceptions are a key reason why only five percent of Fortune 500 company CEOs are women.

How can women leaders break through that brick wall of "bitch"? How can they manage gender expectations and still successfully climb the corporate ladder?

Breaking Through "Bitch" takes an innovative, sometimes controversial approach, using stories from executives at the highest corporate levels to show how women can hone their innate skills, rise to the top, and be effective, outstanding leaders. It addresses head-on why women cannot and should not "act like men."

Breaking Through "Bitch":

- Describes the unique profile of behaviors that top women leaders have in common.
- Reveals why such stereotypically feminine characteristics as nurturing, empathy, and inclusiveness are the keys to power, not signs of weakness.
- Shows how these characteristics can be equally effective for men in our fast-changing world.

Breaking Through "Bitch" empowers women to be their best selves, overcome stereotypes, and lead!



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