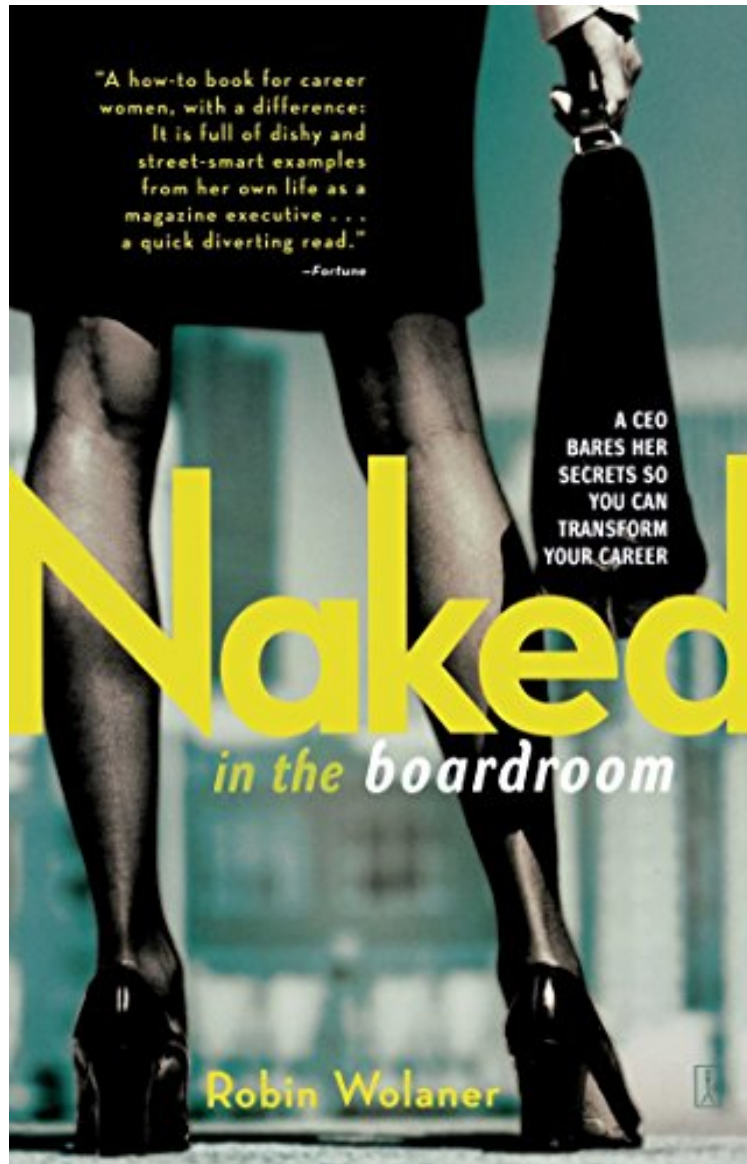


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Naked in the Boardroom: A CEO Bares Her Secrets So You Can Transform Your Career

Robin Wolaner

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Robin Wolaner : Naked in the Boardroom: A CEO Bares Her Secrets So You Can Transform Your Career before purchasing it in order to gauge whether or not it would be worth my time, and all praised Naked in the Boardroom: A CEO Bares Her Secrets So You Can Transform Your Career:

4 of 4 people found the following review helpful. A Business Book of Uncommon Candor and HeartBy Pete DThis is not just one great book, it's actually a couple great books - a business advice title of uncommon candor, a jaunty

personal memoir, and an eye-opening account of life as a powerful woman and mother in corporate America. In the interest of full disclosure, Robin was one of my mentors - and this book manages to distill her cool wit, cut-to-the-chase honesty, and keen judgement into one galloping read. If you're a woman in corporate America, read this book - and if you're a man in corporate America, really read this book - Robin's rare combination of fearless leadership, humility and open heart are a model for look-yourself-in-the-mirror career success. 1 of 1 people found the following review helpful. VERY CANDID By Karen Drew I completely enjoyed reading this book. She tells it just as it was without any PR face. I really appreciate being able to take an in-depth look at how things function and I found the advice invaluable. 9 of 10 people found the following review helpful. Real insight into management By Stewart Alsop Robin Wolaner speaks the truth about how to be an effective manager, including the fundamental concept that being human and emotional has a place in the office. I might be a guy, but I think it's one of the most useful business books I've read.

Renowned media executive Robin Wolaner delivers the 80 Naked Truths businesswomen need to develop presence, seize power, and achieve success. Straight-talking and sensible, *Naked in the Boardroom* explains how to achieve more: more opportunities, more money, more notches on the corporate belt without sacrificing your integrity or losing your identity. In delicious, bite-sized nuggets, Robin Wolaner's Naked Truths provide universal and instantly gratifying lessons for advancing your career. They can be put into action regardless of your age, experience, industry, or whether you are a one-woman start-up or a big-company employee. Drawing on her own career in magazine publishing and media development, Wolaner shows you how to succeed because of, rather than despite, your unique background and personality. With humor, attitude, and fierce intelligence, she reveals: The keys to successful negotiation on behalf of the company or yourself What great public speakers know and tricks you can use When and how to burn your career plan How to do the right thing in the gray zones of business ethics Effective ways to recover from a mistake Unusual wisdom for hiring and firing -- and for being hired and fired And much more Peppered with candid stories drawn from Wolaner's life, as well as those of other trailblazing women, *Naked in the Boardroom* is both essential and inspiring. It provides invaluable wisdom for anyone who sees success on the horizon, but who wants help getting there on her own terms.

.com Robin Wolaner Answers The Significant Seven Robin Wolaner began her career as a copywriter at Penthouse, worked at Mother Jones and Runner's World, founded Parenting magazine, and launched Vibe and Martha Stewart Living. In Wolaner's new book, *Naked in the Boardroom*, she shares tales about making a successful go of it all. See the answers Wolaner gave for the .com Significant Seven questions that we like to run by every author. Wolaner answers the .com Significant Seven questions From Publishers Weekly Wolaner rose from office temp to become president and CEO of Sunset Publishing before moving on to write, consult and serve on private corporate and nonprofit boards. Her own stories, and anecdotes from other achievers, are the basis for this chatty instruction manual for the distaff up-and-coming, which begins with the predictable assertion that women are generally different from men. The following chapters exhort readers to burn their career plans, listen to their guts, learn by example, benefit from smart moves, recover from bad ones, hire and fire well and manipulate situations to their advantage. Eighty-one "Naked Truths" punctuate her upbeat tale of mostly serendipitous and intuition-driven maneuvers. These aphorisms range from the obvious ("Return phone calls and emails") to the dubious ("If you undo a bad decision quickly, it doesn't count"). Sidebars labeled "Stripped-Down Wisdom" address corporate basics like how to dress, how to fire and how to cope as a working mother. In "Baring It," successful women recount their biggest mistakes and the lessons learned. Despite the book's intrusive theme of nudity, Wolaner gives some genuinely helpful advice, but often overplays the roles of ambition, networking and gut instinct at the expense of expertise, competence and plain hard work. (Mar.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Unknown "A how-to book for career women, with a difference: It is full of dishy and street-smart examples from her own life as a magazine executive...a quick diverting read." -- Fortune "Robin Wolaner does something that few CEOs would ever do -- she shares her honest mistakes and the lessons she's learned along the tough road of starting and running a company. Both men and women can start smarter -- and finish richer -- as a result of reading this book." -- David Bach, #1 National bestselling author of *The Automatic Millionaire* and *Smart Women Finish Rich* "Robin Wolaner has written a terrific book...She offers insightful advice about such critical tasks as...negotiating, change management, and developing a positive culture." -- Professor William A. Sahlman, Harvard Business School "An excellent book...this is great one-stop shopping for women wanting to move ahead in business." -- Barry Diller, Chairman and Chief Executive Officer, InterActive Corp "...A riveting read." -- Arlie Hochschild, author of *The Second Shift* and *The Time Bind*