



Play Like a Man, Win Like a Woman: What Men Know About Success that Women Need to Learn

Gail Evans

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Women make up almost half of today's labor force, but in corporate America they don't share half of the power. Only four of the *Fortune* 500 company CEOs are women, and it's only been in the last few years that even half of the *Fortune* 500 companies have more than one female officer.

A major reason for this? Most women were never taught how to play the game of business.

Throughout her career in the supercompetitive, male-dominated media industry, Gail Evans, one of the country's most powerful executives, has met innumerable women who tell her that they feel lost in the workplace, almost as if they were playing a game without knowing the directions.

She tells them that's exactly the case: Business is indeed a game, and like any game, there are rules to playing well. For the most part, Gail has discovered, women don't know them.

Men know these rules because they wrote them, but women often feel shut out of the process because they don't know when to speak up, when to ask for responsibility, what to say at an interview, and a lot of other key moves that can make or break a career.

Now, in her book **Play Like a Man, Win Like a Woman**, Gail Evans reveals the secrets to the playbook of success and teaches women at all levels of the organization--from assistant to vice president--how to play the game of business to their advantage.

Sharing with humor and candor her years of lessons from corporate life, Gail Evans gives readers practical tools for making the right decisions at work. Among the rules you will learn are:

- How to Keep Score at Work
- When to Take a Risk
- How to Deal with the Imposter Syndrome
- Ten Vocabulary Words That Mean Different Things to Men and Women
- Why Men Can be Ugly, and You Can't
- When to Quit Your Job

Evans is not saying that every woman has to play exactly by men's rules--not at all. Women bring many inherent traits to the workplace that can provide them with a potential advantage over men, such as a woman's ability to form relationships, or her intuition. But women do need to know the basic rules so that they can understand the full consequences of their every action and how it makes an impact on their career.

An honest and practical handbook that reveals important insights into relationships between men and women and work, **Play Like a Man, Win Like a Woman**, is a must-read for every woman who wants to leverage her power in the workplace.

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