



I'd Rather Be in Charge: A Legendary Business Leader's Roadmap for Achieving Pride, Power, and Joy at Work

Charlotte Beers

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Throughout her illustrious career, Charlotte Beers has been a CEO, a chairman, an undersecretary of state, and the first woman to appear on the cover of Fortune magazine. But none of those titles compare to what Charlotte is called today: a teacher, educating women across the United States and Europe on how to break the glass ceiling in what she calls "the era of forging ahead for women."

Now, Charlotte shares her extensive knowledge and experience in *I'd Rather Be in Charge*, detailing concrete solutions to the most serious issue facing working women today: though exceptionally qualified, willing, and ready for the challenge, many are not yet in positions of influence and leadership in the industries they represent.

Told in an intimate and honest style, *I'd Rather Be in Charge* is part personal history, part pragmatic guide, as Charlotte describes her own experiences, stories from her students, and lessons from her peers. By chronicling both successes and mistakes, Charlotte illustrates the universal message that finding your own personal style of leadership is the only way to take charge and find meaning and joy in the ever-evolving workplace of today.

I'd Rather Be in Charge is a breakthrough book, a master class for women who are ready to learn how to shatter the glass ceiling, reach the corner office, and - above all - develop their highest self in the workplace and beyond.

Charlotte Beers credits her success to a combination of her business insight and innate Southern charm. Her calling out of the difference between products and brands revolutionized major ad campaigns, bringing unprecedented success to her clients and her advertising agencies. Harvard Business School continues to teach their bestselling case study on leadership Charlotte Beers at Ogilvy & Mather Worldwide.

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Ada Peterson:

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