



Briefcase Essentials: Discover Your 12 Natural Talents for Achieving Success in a Male-Dominated Workplace

Susan Spencer

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2011 Axiom Business Book Awards - Women in Business Silver Award

Women, you're unique. You lead differently from men, and that's a good thing--especially in the world of business!

By reading *Briefcase Essentials*, you'll learn how to deal with men in business instead of trying to act like them. You--and your male colleagues--will discover that by using your natural talents in the business world, the power of your positive actions will change men's attitude from confrontational to cooperative--even in the most male-dominated environments.

Susan Spencer's one-of-a-kind background has given her a fresh perspective on women in business. Her exciting saga and energizing guide roots for you to succeed and urges you to tackle business issues and situations by relying on your innate talents--explained as twelve "Briefcase Essentials." Specifically, you'll learn:

- How your ability to be flexible and adaptable in business will help you solve problems and handle workplace issues.
- How using your knack of engaging people and putting them first will lead to business success.
- How and when you should stand your ground to achieve positive results and gain credibility.
- How your intuition can be trusted to help you make important decisions.
- How your perceptive communication will drive sales and help your company grow.
- How "bandwagon men" help women finance their businesses and support their growth.

Susan's stories and examples are authentic, and her advice for women in business, who own companies, or who are thinking about starting a business is direct, practical, pioneering, and barrier breaking. You are persistent, adaptable, improvisational, and empathetic. When you unleash those and your eight other proven traits in the workplace, your success is inevitable.



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