



The Intuitive Businesswoman: Achieve Success Through the Power of Your Personality

Judy George, Todd Lyon

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Why do some women gravitate toward the arts, while others are scientifically minded? Are some women natural-born entrepreneurs? How can co-worker A work in the midst of chaos, while co-worker B insists on keeping her office compulsively neat? An Intuitive businesswoman will tell you that it's all a matter of personality: the four archetypes of the Intuitive System.

In **The Intuitive Businesswoman**, Judy George and Todd Lyon show how understanding your inner Visionary, Artisan, Idealist, and/or Adventurer can help you achieve career wellness. After taking the lively Intuitive Quiz, discover which personality archetype, or combination of types, best represents you and start learning how to handle stress, relate to other personalities, and find success in the workplace. Along the way you'll find which style your colleagues, employees, and boss favor--thus enabling you to optimize your working relationships. Throughout the book, Judy and Todd use real-life observations and a witty perspective to demystify the personalities that fill the working world, and illustrate how everyone can find a path that suits her truest self.

Through in-depth interviews, the Intuitive System plays out in the real-life success stories of Ann Moore, president of People, Inc.; Rose Marie Bravo, CEO of Burberry; Shelly Lazarus, CEO of Ogilvy & Mather Worldwide; and many others. **The Intuitive Businesswoman** also looks back in history to such remarkable women as Josephine Baker (Adventurer), Laura Ashley (Artisan), and Grace Hopper (Idealist). Sections range from "Intuitive Financing" to "Playing Well with Others," and each chapter is peppered with fun sidebars that target each Intuitive type.

Whether you're in search of fulfillment, a raise, more free time, a friendlier work environment, a new career, or your own corner office, **The Intuitive Businesswoman** is an essential guide to making your personality work for you.

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