



# Seducing the Boys Club: Uncensored Tactics from a Woman at the Top

Nina Disesa

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Fact #1: Forty years after the feminist revolution, fewer than 2 percent of Fortune 1000 CEOs are women.

Fact #2: The playing field is not level.

Fact #3: You need to get over this.

From the woman who became chairman of the flagship office of the largest advertising agency network in the world comes a wry reality check on how to get ahead and thrive in the testosterone-driven business arena.

Nina DiSesa is a master communicator, a ceiling crasher, and one of the most successful women in the corporate world. She is also a big-time realist who has figured out that S&M—seduction and manipulation—is the secret to winning over (and surpassing) the big guys. In Seducing the Boys Club, DiSesa shows that you can, in fact, leave your male colleagues in the dust—but not by following the rules you learned in business school.

By playing the roles of den mother, fraternity brother, little sister, and hard-nosed boss, DiSesa navigated the choppy, macho-minded waters of the workplace. All the "bad boys" in her life—and there are many—have provided a wealth of devilishly amusing stories and cautionary tales that DiSesa is only too happy to pass on. Ah, revenge can be sweet, but the truth is that she came to love those boys as much as they love her—which is the whole point.

DiSesa asserts that women need to meld their feminine characteristics (nurturing, compassion, listening) with the traits of their male counterparts (competitiveness, decisiveness, combativeness) to expand their professional horizons. In Seducing the Boys Club, DiSesa shares her practical, outrageous, and even controversial maxims for making it, including:

- Learn to appreciate men. Men like women who like them.
- Remember that women are biologically wired to succeed.
- If you want to make a name for yourself, find a mess and fix it. A secure and comfortable job only holds you back.
- Don't assume that men never listen. They listen like a dog does.
- Don't be a quiet achiever.
- Act brave and you will look brave.
- Screw the rules. Make up your own.

Whether dead-on funny or deadly serious, DiSesa is always on her game, always on message, and absolutely on target as she arms women with the can-do confidence and no-compromises attitude they need to climb as high as their ambition can carry them—while keeping their standards impeccable and their integrity intact. Not for women only, this book should be read by men, too . . . though it won't give them any defense against a woman who can truly seduce a boys club!

From the Hardcover edition.

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#### **Anna Williams:**

This Seducing the Boys Club: Uncensored Tactics from a Woman at the Top is great publication for you because the content that is full of information for you who all always deal with world and possess to make decision every minute. This book reveal it facts accurately using great plan word or we can declare no rambling sentences in it. So if you are read the item hurriedly you can have whole facts in it. Doesn't mean it only provides you with straight forward sentences but difficult core information with attractive delivering sentences. Having Seducing the Boys Club: Uncensored Tactics from a Woman at the Top in your hand like keeping the world in your arm, information in it is not ridiculous just one. We can say that no publication that offer you world inside ten or fifteen small right but this book already do that. So , this is good reading book. Hey Mr. and Mrs. active do you still doubt this?

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