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

*Nina DiSesa*

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## SEDUCING THE BOYS CLUB

UNCENSORED TACTICS FROM  
A WOMAN AT THE TOP



NINA DiSESA

CHAIRMAN, McCANN ERICKSON NEW YORK

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**Nina DiSesa : Seducing the Boys Club: Uncensored Tactics from a Woman at the Top** before purchasing it in order to gage whether or not it would be worth my time, and all praised Seducing the Boys Club: Uncensored Tactics from a Woman at the Top:

0 of 0 people found the following review helpful. SEDUCING THE BOYS CLUB by Nina DiSesaBy BrendaPartingtonFor a true story and a book about "making it" in the corporate world and breaking the glass ceiling, this paperback was a page-turner, and one that I could not put down! Ladies -- put aside your preconceived notions,

and READ THIS BOOK. If you know a YOUNG MAN in the corporate WORLD, who needs to be able to understand his fellow women co-workers: Have HIM read it. If you know of any YOUNG LADIES entering the corporate world, who needs to be able to "read men's minds" and learn how to guide them in the RIGHT DIRECTION for the benefit of the Corporation, please recommend this BOOK to those young ladies. It has been the BEST Book I have studied, since years ago buying the one entitled, GAMES YOUR MOTHER NEVER TAUGHT YOU. This is a must-read, now more than ever, for those in the corporate offices, and the silk stocking law firms, and the ivory towers of today's business and industry in the USA. 0 of 0 people found the following review helpful. if you are a woman you need this book By Natasha As a marketing student, I learned so much about the business, as well as how to work together with men. I cannot recommend it enough. 3 of 4 people found the following review helpful. Interesting, but falls short By PostalWings12 While I enjoyed the light-hearted style, and some of the stories conveyed were interesting and often funny, these ideas are far from new. She doesn't go into enough detail about the double standards women face in the workplace, she instead just seems to roll over and accept it. Sure, you're using tactics to play the game, but it doesn't address the core reason women are relegated to lowly positions and often overlooked for promotions. It's anti-feminist (traditional feminism) really, which is fine, but she loses credibility in a) not being able to think outside of her own industry, b) asking women to sacrifice everything in order to make it to "the top" and c) by stroking the egos of every male she describes in the book (I guess she's assuming they're all reading it). It just came off as elitist to me, and didn't really describe a struggle of endurance, it was fairly self-serving, and I wanted more vulnerability out of her. All in all, a quick read from a quirky personality, but falls a bit short substantively.

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 crusher, and one of the most successful women in the corporate world. She is also a big-time realist who has figured out that SM&ndash;seduction and manipulation&ndash;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&ndash;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&ndash;and there are many&ndash;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&ndash;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&ndash;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.

From Publishers Weekly Chairman of McCann Erickson New York, part of one of the largest advertising networks in the world, DiSesa delivers a one-on-one mentoring session on working with, competing against and managing both men and women. Confirming that her nature is to nurture, she is thoughtful and confessional as DiSesa looks back at how she learned to defy her own bad habits&ndash;including in-office meltdowns&ndash;and to substitute charm in their stead. DiSesa also readily shares insights gained from such nongender-based blunders as letting clients take a break in the middle of a presentation (the clients failed to return to the conference room). Though she refers to manipulating and seducing and learning to exhibit male behavior throughout, DiSesa's hard work, talent and insight into human nature appear to be the real drivers behind her success. That DiSesa has managed to package her experiences into accessible form creates a welcome opportunity for both women and men hoping to duplicate her success. (Feb.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Nina DiSesa has worked in the quintessential boys clubs of advertising for almost thirty years. In 1994, she became the first woman EVP, Executive Creative Director for McCann Erickson New York, the flagship office of the largest advertising agency in the world. Under her creative leadership, the New York office enjoyed an unprecedented 5-year growth period adding almost \$2.5 billion in billings. In 1998, she was made Chairman as well as Chief Creative Officer of McCann New York. She was the first woman and first creative director to be named chairman in the

McCann global network. In 1999, Nina was chosen by Fortune magazine as one of the "50 Most Powerful Women in American Business." In 2005, she received the Matrix Award, given each year to a select group of women in communication. In 2007, she was inducted into the Hall of Fame for CEBA (Creative Excellence in Business Advertising). Nina and her husband live in an apartment in NYC and escape to their 45-acre horse farm in Dutchess County, New York.

About the Author  
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