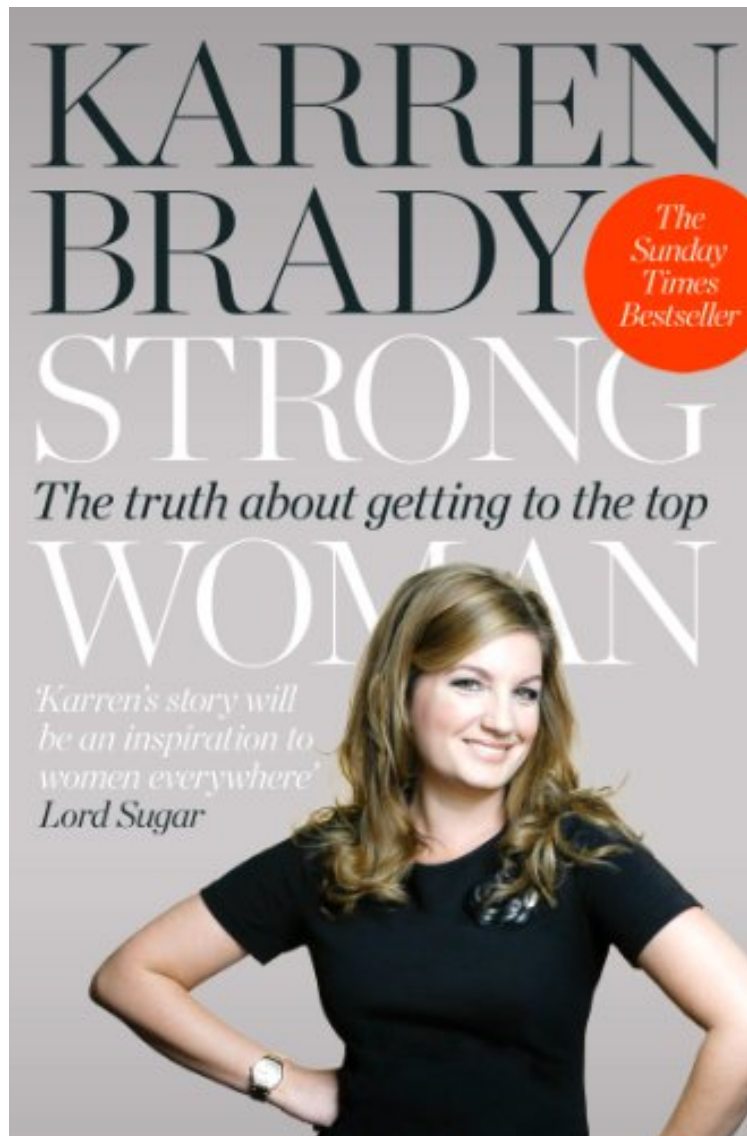


Strong Woman: The Truth About Getting to the Top

Karren Brady

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Karren Brady : Strong Woman: The Truth About Getting to the Top before purchasing it in order to gage whether or not it would be worth my time, and all praised Strong Woman: The Truth About Getting to the Top:

2 of 2 people found the following review helpful. Honest and yet still InspirationalBy Lisa WhittakerI read this book after hearing Karren speak at the property super conference at Wembley where her drive and passion made a real impact on me. This book was more if the same - no fluff but heaps of strategic, targeted and determined hard work is the key to her success. Who couldn't want some of that right - male or female!

Karren Brady is an inspiration to women everywhere, and her incredible success is borne of her passion, impressive

business instinct, ambition, and her very genuine, honest, down-to-earth outlook. This is Karren's story; before being Alan Sugar's aide on *The Apprentice* and VC of West Ham United, how she started out as a sparky 18 year old at Saatchi Saatchi and at 23, went on to persuade David Sullivan to buy Birmingham City football club – turning that business round to sell it for an incredible pound;82 million 12 years later. *Strong Woman* tells how she balances her personal life with her professional, her priorities, her life as mother of two and wife. Karren reveals how she coped when doctors told her after a routine scan that she had a brain aneurysm, that she must have a complicated operation immediately and had a 30% chance of not surviving, and how it has since influenced her outlook and priorities. An overwhelmingly inspiring and real look at work and life, Karren Brady defies convention as a directional business woman in a male industry. This is the truth about how she does it, and through her experience, her drive and her skills – it offers brilliant advice on how you can do it too.

'Karren's story will be an inspiration to women everywhere. She is a champion for women. Her story explains to others how to find that balance between family and being a top business woman at work.' LORD SUGAR 'Karren's story shows that with hard work and tenacity it is possible for women to reach the top of any industry and I am sure this book will encourage many more to be ambitious and successful.' MARTHA LANE FOX About the Author Karren Brady began her career at LBC when she was 18 years old and swiftly moved onto Saatchi Saatchi as junior Account Handler. She joined Sports Newspapers Ltd in 1988 and became director within a year. She was managing director of Birmingham City Football Club from 1993 to 2009. In February 1997 the Club launched on the Stock market valued at the time of float at 25,000,000; she was the youngest managing director of a PLC in the UK. In January 2010, Karren was appointed Vice Chairman of West Ham United FC. Karren is a columnist for "the "Sun" newspaper, one of Sir Alan Sugar's aids on "The Apprentice," and the author of four books.