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Darling, You Can't Do Both: And Other Noise to Ignore on Your Way Up

By Janet Kestin, Nancy Vonk

HarperCollins Publishers Inc. Paperback. Book Condition: new. BRAND NEW, Darling, You Can't Do Both: And Other Noise to Ignore on Your Way Up, Janet Kestin, Nancy Vonk, Janet Kestin and Nancy Vonk have built their careers on unconventional creative thinking. As the team behind Dove's Evolution video, they famously stripped away the photoshopping, lighting and make-up to sell real beauty. But after years of winning awards for rethinking brands, they realized that they wanted to spend more of their time rethinking the way we work-or, in many cases and places, the way our work doesn't work for us, and especially for women. And so they tackled the problem in their hallmark style-by turning expectations upside down and shaking them. Soundly. Darling, You Can't Do Both, is a smart, relatable guide for all of the women who embraced the spirit of Lean In but were left wondering where to start-how could they, in all industries and at all levels, really start to change the institutions they work in from the ground up. Janet Kestin and Nancy Vonk's answer is that women need to start breaking rules they've always tacitly accepted, and start understanding how being a woman in business is an...



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