

PRESS KIT

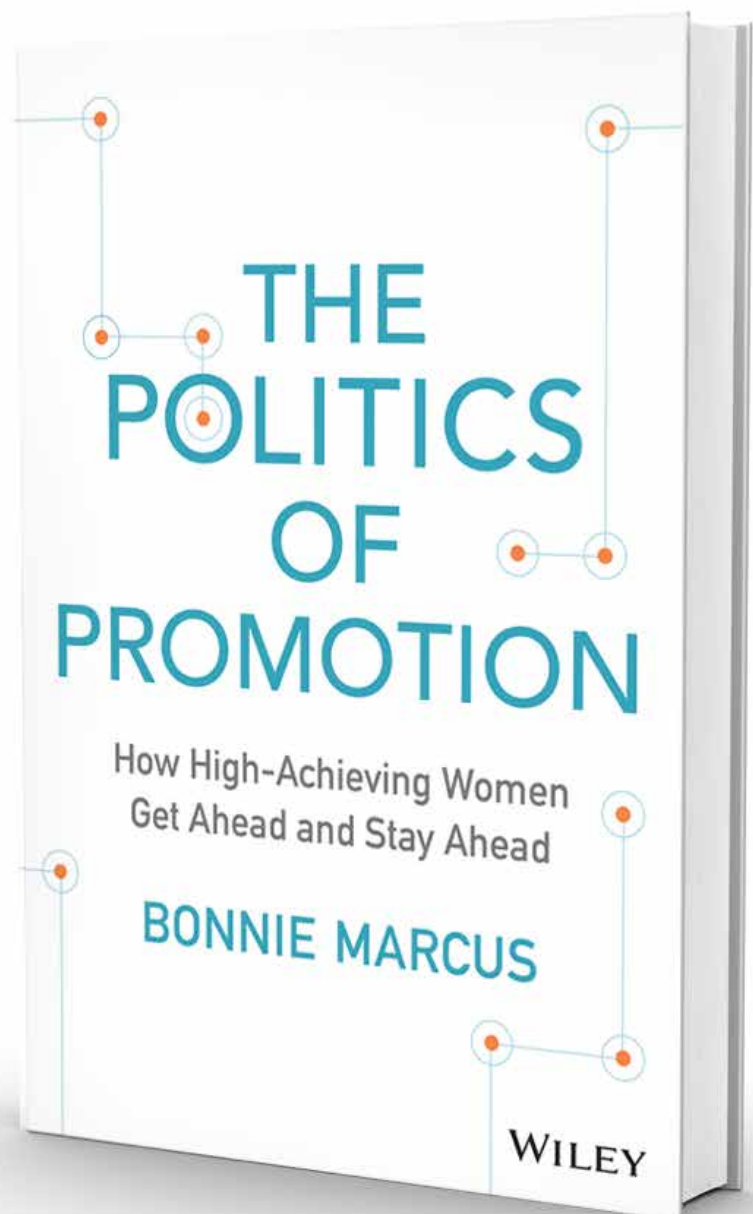
RESOURCES AND INFORMATION FOR *THE POLITICS OF PROMOTION*
BY BONNIE MARCUS

***The Politics of
Promotion: How
High-Achieving Women
Get Ahead and
Stay Ahead***

By Bonnie Marcus

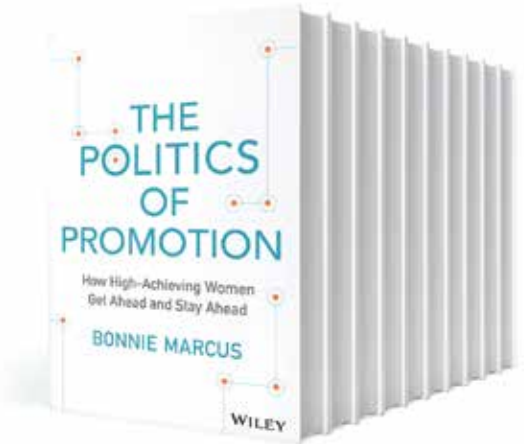
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ABOUT THE BOOK

THE POLITICS OF PROMOTION



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The Politics of Promotion offers women the tools and guidance they need to successfully navigate the realities of their organization, emphasizing the need to understand

office politics to get the promotions and recognition they deserve. Written by Bonnie Marcus, a professional coach who focuses on helping women advance their careers, this book demonstrates the impact of relationships and sponsorship on career trajectory. Readers will learn why excellence and achievement aren't propulsion enough to get ahead, and how networking with power and intention can make all the difference in perception, reputation, and promotion. Far beyond the typical advice of "be assertive" and "embrace ambition," this book provides a unique and proven method for becoming a bigger player in the workplace and avoiding unexpected trip-ups that can add years to the climb—or end it for good.

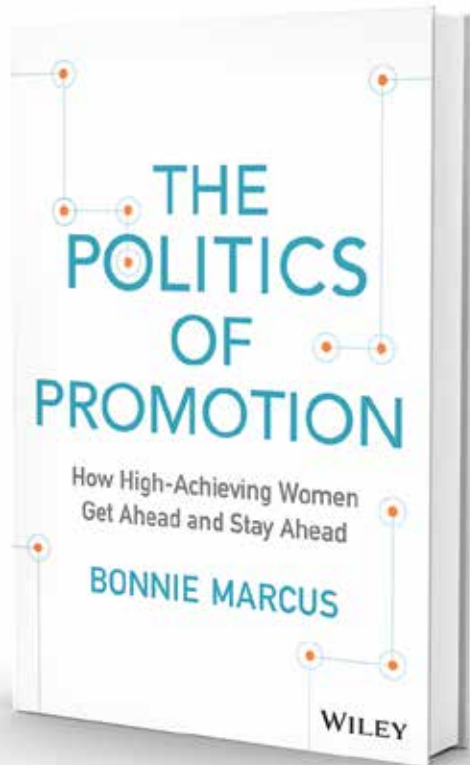
Many women focus on performance, thinking that good work garners promotion. Too often, they're left outside of the circles of power and influence where decisions are made that affect their careers. *The Politics of Promotion* provides a framework for breaking into that circle, and taking control of one's own career path, specifically showing how to:

- Navigate office politics successfully
- Build and nurture key relationships
- Get comfortable with self-promotion
- Avoid potentially disastrous "blindsides"

Women who want to advance cannot afford to view politics as "dirty." It's the reality of the workplace, one that differs between organizations and fluctuates over time. Although being savvy about office politics is important for both genders, unconscious bias and stereotypes create special challenges for women. Learning to navigate these complex rules and customs is the key to professional recognition for women, fostering relationships that reach far beyond the next evaluation. Women looking to get ahead will find that the insights in *The Politics of Promotion* can help smooth the way.

ABOUT THE BOOK

THE POLITICS OF PROMOTION



SAMPLE QS

How do women get the promotions they deserve?

What is the importance of workplace politics?

How can you identify and build relationships with key stakeholders who have power and influence?

How can women identify, circumvent and overcome gender bias?

What can women do to better position themselves in their organization?

In what ways do women need to “look out” before they “lean in”?

SAMPLE STORIES

It's Not a Glass Ceiling, It's A Glass Grid: The Challenges Women Face in the Workplace Today

“Assertive” Women and Why They Shouldn't Back Down

Self-Promotion as a Leadership Skill

5 Reasons You Were Passed over for that Promotion

The Importance of Strategic Networking for Women

Is Avoiding Workplace Politics Hurting Your Career?

The 5 Things You Need to Do to Get the Promotion You Deserve

ABOUT THE AUTHOR

BONNIE MARCUS

Award winning entrepreneur, *Forbes* and *Business Insider* contributing writer, Bonnie Marcus, M.Ed., has real conversations for real women about real situations in the workplace today.

As President and founder of *Women's Success Coaching*, Bonnie assists professional women to successfully navigate the complexities of the workplace and get the promotions they deserve. With over 20 years of sales and management experience, Bonnie's extensive business background includes CEO of a ServiceMaster company, VP of Sales at Medical Staffing Network, and two other national companies in the healthcare and software industries. She has held executive positions in startup companies and *Fortune 500* companies.



Forbes honored *Women's Success Coaching* three years in a row as one of *The Top 100 Websites for Professional Women*. Her interview series and podcasts, *GPS Your Career: A Woman's Guide to Success*, provide practical tips and resources for professional women to succeed in business.

In addition to *ForbesWoman*, Bonnie has been published in *Business Insider*, *Daily Worth*, *Women Entrepreneur*, *Women of HR*, and *Central Valley Business Times*. She has been featured in the *Wall Street Journal*, *Fortune*, *Fast Company*, *Diversity MBA*, *CIO Magazine*, and *Reader's Digest*.

Bonnie received a BA from Connecticut College and a M.Ed. from New York University. She is an ICF certified executive coach.

ADVANCED PRAISE

WHAT PEOPLE ARE SAYING ABOUT *THE POLITICS OF PROMOTION*

“Women regularly think that doing a great job ensures promotion — I used to think so too. Instead, we know from data and personal experience that performance excellence means, at most, that you might be considered; actually securing the promotion requires a great deal more. Bonnie Marcus has seen how this plays across multiple disciplines and industries and is full of insight and advice that will put women in a far stronger position to understand how to create the opportunities their talent demands. Her tough love acknowledges injustice but her tough thinking is what promises success.”

—**Margaret Heffernan**, CEO and author *Wilful Blindness* and *A Bigger Prize*.

“*The Politics of Promotion* is a savvy book, full of advice for ambitious women. Bonnie Marcus explains that success follows not only from competently fulfilling one’s job description but even more from successfully negotiating company politics. To help women navigate these complexities, she offers a wealth of advice backed by examples gleaned from her long experience as a corporate executive and a career coach. Marcus provides the crucial insights that business schools leave out of the curriculum.”

—**Alice Eagly**, coauthor of *Through the Labyrinth: The Truth about How Women Become Leaders*

“If you’re one of those nice girls who thinks politics is a four-letter word, think again. From promotions to perks to plum assignments, savvy women know the path to success is paved by politics. This book will help you to make workplace politics an integral part of your skill set without feeling as if you’ve compromised your integrity.”

—**Lois P. Frankel, Ph.D.**, author of *Nice Girls Don’t Get the Corner Office*

“Until genuine meritocracy becomes the norm, women will continue to face subtle bias and double standards. They will be greatly helped in navigating the traps and blind alleys of organizational life by the career advice that Bonnie Marcus offers in this readable book. Bonnie reframes the ‘dirty’ words of politics, networking and self-promotion as necessary leadership skills that can achieve all-round benefits when exercised thoughtfully. Ambitious readers will feel better equipped to go for the leadership prize.”

—**Alison Maitland**, co-author of *Future Work* and *Why Women Mean Business*

ADVANCED PRAISE

WHAT PEOPLE ARE SAYING ABOUT *THE POLITICS OF PROMOTION*

"Sheryl Sandberg taught women about the importance of "leaning in" in order to get ahead in the workplace. In *The Politics of Promotion: How High Achieving Women Get Ahead and Stay Ahead*, author Bonnie Marcus gives women practical tips on how to be savvy about the way they lean in to avoid potential landmines; how to navigate the realities of their workplace, and position themselves for success without compromising their feminine traits or integrity."

—**John Gerzema**, author of *The Athena Doctrine: How Women (and the Men Who Think Like Them) Will Rule the Future*

"Bonnie Marcus shares from her experience on how to get the recognition and rewards you deserve for your work by managing the interpersonal dynamics of the workplace. Politics is inherent in all human relationships. This book will teach you how to interact professionally and get promoted while staying true to yourself."

—**Marilyn Tam**, author of *The Happiness Choice - The Five Decisions That Will Take You From Where You Are To Where You Want To Be*

"This book is packed with practical knowledge every woman needs in clear, engaging, and actionable language. Marcus outlines a proven method for women to navigate the complexities of the workplace and get the promotions they deserve."

—**Gloria Feldt**, Co-founder and President, *Take The Lead* and author of *No Excuses: 9 Ways Women Can Change How We Think About Power*

"*The Politics of Promotion: How High Achieving Women Get Ahead and Stay Ahead* totally reframes the concept of office politics. Author, Bonnie Marcus, clearly and practically explains how the work environment must be understood for anyone hoping to advance their careers. Through research, case studies and a variety of powerful vignettes, the book offers insights for all individuals – women and men – who seek to be more successful, eliminate roadblocks and deliver for themselves, their teams and their organizations."

—**Susan B. Chodakewitz**, President, Tetra Tech AMT & Chair of the Board, Women in Aerospace

RESOURCES

FOR THE POLITICS OF PROMOTION

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