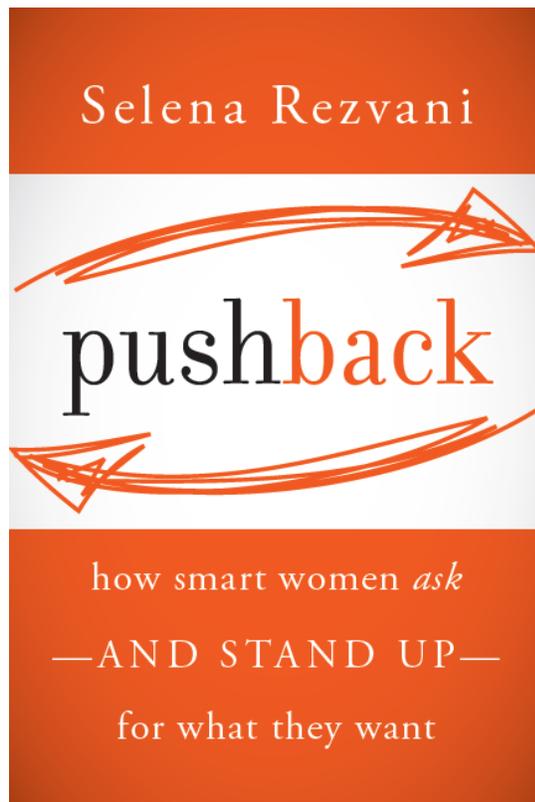


Pushback: How Smart Women Ask—and Stand Up—for What They Want (Jossey-Bass)
By Selena Rezvani | Publication Date: April 13, 2012



Popular Leadership Blogger Gives the Low-down on Standing up for Yourself

In *Pushback*, leadership consultant Selena Rezvani argues that self-advocacy is critical to success. Yet women initiate negotiations four times less often than men, resulting in getting less of what they want—promotion opportunities, plum assignments, and higher pay. This book shines a light on the real rules of holding your own and pushing back to get what is rightfully yours. Drawing on interviews with high-level leaders, Rezvani offers readers in the first half of their career the unedited truth about how women have asked their way to the top and triumphed—and how they can too.

“*Pushback* is a must-read for women in or seeking to enter the workforce. Selena Rezvani shows that you can use your assets as a woman *and* ask for what you want—whether a promotion, a new challenge, or a raise.”
—Katharine Weymouth, CEO, *The Washington Post*

- Includes interviews with top business leaders such as Marie Chandoha, CEO of Charles Schwab Investment Management; Cindi Bigelow, President of Bigelow Tea Company; Fizzah Jafri, COO at Morgan Stanley; Rosemary Turner, President at UPS; and Irene Chang Britt, Chief Strategy Officer at Campbell's Soup.
- Offers a reliable and methodic approach to negotiating and navigating tough conversations.
- Highlights compelling facts and research from the world of psychology and leadership.

Insightful and accessible, *Pushback* is a timely resource for savvy women who want to leverage their skills, promote themselves effectively, and fast track their careers.



Selena Rezvani co-owns Women's Roadmap, a consulting firm that elevates more women into leadership through assessment, design of gender-inclusive policies and coaching. Her clients include Harvard, Princeton, Comcast, Apple and Johnson & Johnson. She is a commentator on NPR's *The 51% Perspective*, writes columns for *The Washington Post* and *Forbes*, and authored *The Next Generation of Women Leaders* (Praeger, 2009).