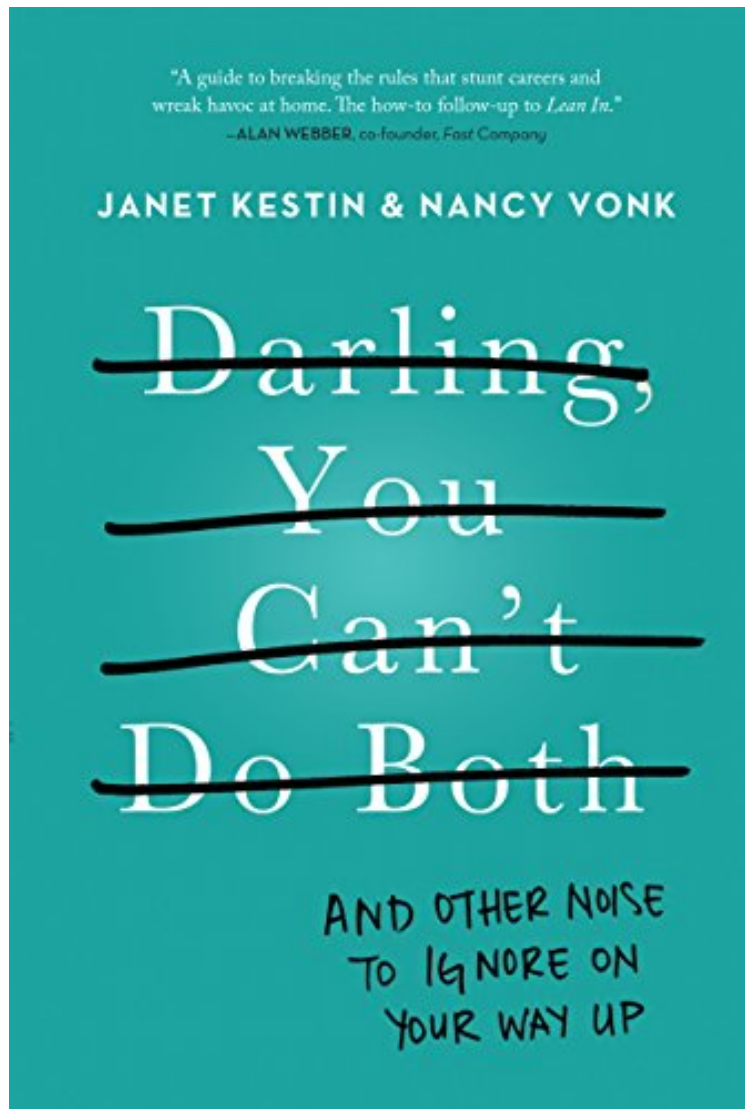


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Darling, You Can't Do Both

Janet Kestin, Nancy Vonk

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Janet Kestin, Nancy Vonk : Darling, You Can't Do Both before purchasing it in order to gage whether or not it would be worth my time, and all praised Darling, You Can't Do Both:

0 of 0 people found the following review helpful. SOME RULES NEED TO BE BROKEN!By J. EichA colleague who's president of her own digital publishing company recommended I read "Darling, You Can't Do Both.' Having published several articles dealing with female leadership, I was interested in learning more on this topic. I wasn't disappointed. To the contrary. I worked with two different sets of dual CEOs earlier in my career and often marveled at how well they worked together. And, I've been involved in advertising at several junctures in four different industries. There is no question in my mind that barriers have been erected that adversely affect promising female

managers and executives. It is one of the reasons I'm an enthusiastic advocate of Dr. Ora Hirsch Pescovitz's notion of "a mentor's quilt"---having several mentors, each for a different purpose. (Ora Pescovitz is a former senior VP at Eli Lilly Co. and now president of Oakland University in Rochester Hills, MI). I also know that women face resistance that is sometimes very difficult, if not impossible, to see. And, that sometimes men are unaware of their own biases. As I read this book, I reflected, from time to time, on how I tried to provide challenging assignments to women and giving them opportunities for greater visibility and recognition in both the organization and in their profession/industry. Integral to those efforts was helping to enhance their self-worth and showing them how to remove barriers to their success without micromanaging. Kudos to the authors for a valuable addition to the literature! Ritch K. Eich, retired health care executive, Naval Reserve captain and author of three leadership books: *Real Leaders Don't Boss* (2012); *Leadership Requires Extra Innings* (2013); and *TRUTH, TRUST + TENACITY* (2015). 1 of 1 people found the following review helpful. Not just a self-help book By Customer This needs to be mandated reading for every professional woman. I've already implemented many of the lessons from this book in my life, and it's made me feel more confident, efficient, and decreased my stress level. I'm shocked at how it's changed my attitude and consequently my ability to manage the hurdles of professional life. 0 of 0 people found the following review helpful. A fantastically validating read By Amy Egbert I'm so glad I read this. Besides being fun and entertaining it is motivating and empowering. Mostly it just feels true. So unapologetically true.

From the award-winning advertising team, a creative, fresh and brutally honest guide to taking on the working world on your own terms Janet Kestin and Nancy Vonk have built their careers on unconventional creative thinking. As two of the leaders behind Dove's Campaign for Real Beauty, they famously championed stripping away photoshopping, lighting and makeup to sell real beauty. After years of rethinking brands, they decided that they wanted to focus on rethinking the way we work---or, in many cases and places, the way our work doesn't work for us---especially for women. They've 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 begin to change their realities and maybe even their companies, from the ground up? Janet Kestin and Nancy Vonk's answer is that women need to start breaking the largely unspoken rules of business they've always tacitly accepted. *Darling* will spark a new thread of conversation about women in the workplace---one that's about new strategies for every woman with ambition who is moving (and looking) forward---with motherhood not a roadblock but an unfair advantage.

About the Author JANET KESTIN and NANCY VONK spent thirteen years as co-chief creative officers of Ogilvy Mather Toronto. They delivered world-beating results for global brands like Unilever and Kraft, including Cannes Grand Prix-winning work for Dove's Campaign for Real Beauty and a Grand Clio for "Diamond Shreddies." They are the authors of *Pick Me*, the ad industry advice column "Ask Jancy" and frequent contributors to several publications, including *Fast Company*. In 2012, they were named among *Ad Age's* 100 Most Influential Women in Advertising. Now with Swim, their new creative leadership lab, they approach leadership training a little differently. Well, a lot differently. JANET KESTIN and NANCY VONK spent thirteen years as co-chief creative officers of Ogilvy Mather Toronto. They delivered world-beating results for global brands like Unilever and Kraft, including Cannes Grand Prix-winning work for Dove's Campaign for Real Beauty and a Grand Clio for "Diamond Shreddies." They are the authors of *Pick Me*, the ad industry advice column "Ask Jancy" and frequent contributors to several publications, including *Fast Company*. In 2012, they were named among *Ad Age's* 100 Most Influential Women in Advertising. Now with Swim, their new creative leadership lab, they approach leadership training a little differently. Well, a lot differently. Visit them online at <http://swimprogram.ca/>.