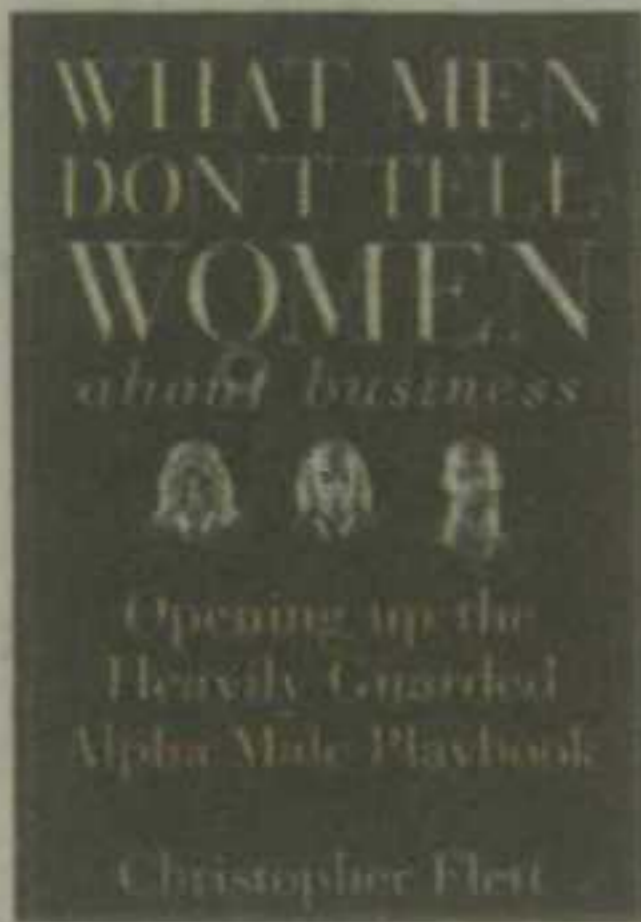


## BIZ BOOKS

BY JIM PAWLAK

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**“What Men Don’t Tell Women About Business – Opening Up the Heavily Guarded Male Playbook”** by Christopher Flett, (John Wiley & Sons, \$22.95).



Wiley & Sons, \$22.95).

The quick take: Don’t wait for an opportunity; make it happen; take control. Con-

troversial – “Men put the glass ceiling in place, but women keep it there.” Politically incorrect – “Women at (networking) events are like hens – clucking away ... and getting absolutely nothing accomplished. Truthful – “Your friends will sell you out if it’s between you or them.”

Flett isn’t gender bashing. He’s trying to get women to

see their jobs and relationships through the eyes of an alpha female – a woman who plays the game of business by alpha male rules. The players in that game are Finders, Minders and Grinders. Alphas are Finders; they excel at generating business. Minders ensure that work gets done by Grinders.

**“The 4Cs of Truth in Communications”** by Isabelle Albanese, (Paramount Market Publishing Inc., \$24.95).

Marketing strategists believe that the data used to develop their strategy makes marketing more science than art. Albanese sees marketing as an art because it relies totally on effective communication to deliver results. Outcomes always trump data.

Her 4Cs put the strategists in touch with their creative side so they can translate their numbers into meaningful messages. Albanese sets

the table with a fifth C – candor. Her 4Cs:

■ **Comprehension** – What does the message instantly communicate? I believe Mazda’s “Zoom, Zoom” makes this point.

■ **Connection** – Does the message resonate with the audience? It has to trigger a positive response with its targets.

■ **Credibility** – If the audience doesn’t believe you can deliver on your promise, it won’t buy what you’re saying.

■ **Contagiousness** – People give the message “legs.” They talk about it and influence others.

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