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By JIM PAWLAK / Special Contributor to The Dallas Morning News

What Men Don't Tell Women About Business

Christopher Flett (John Wiley & Sons, \$22.95)

Some quick takes from this book, subtitled *Opening Up the Heavily Guarded Male Playbook: Don't wait for an opportunity; make it happen; take control.*

A controversial one: "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." And truthful: "Your friends will sell you out if it's between you or them."

Author Christopher Flett isn't gender-bashing. He's teaching women rules of the alpha male game. The players are finders, minders and grinders.

Alphas are finders who excel at generating business. Minders ensure that grinders do the work. Without finders bringing in business, there is *no* work for minders and grinders. That's why alphas rule.

Mr. Flett says women have a knack for the new business model – building long-term relations with workers and clients. But he sees women often satisfied with subordinate roles.

His message: "If you want to be a leader, just assume leadership. Don't ask for it."

The 4C's of Truth in Communications

Isabelle Albanese (Paramount Market Publishing Inc., \$24.95)

Marketing strategists believe that because data are used to develop strategy, marketing is more science than art. Isabelle Albanese sees marketing as an art because it relies on communication for results.

Her 4C's put the strategists in touch with their creative side so they can translate their numbers into meaningful messages.

The 4C's are:

Comprehension. What does the message instantly communicate? Mazda's "Zoom, Zoom" makes this point.

Connection. The message must resonate and trigger a positive response with targets.

Credibility. If the audience doesn't believe you can deliver, it won't buy what you're saying.

Contagiousness. People give the message legs. They talk about it and influence others.

Jim Pawlak reviews for The Dallas Morning News.

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Highlights: no, 4C's of Truth, in Communications