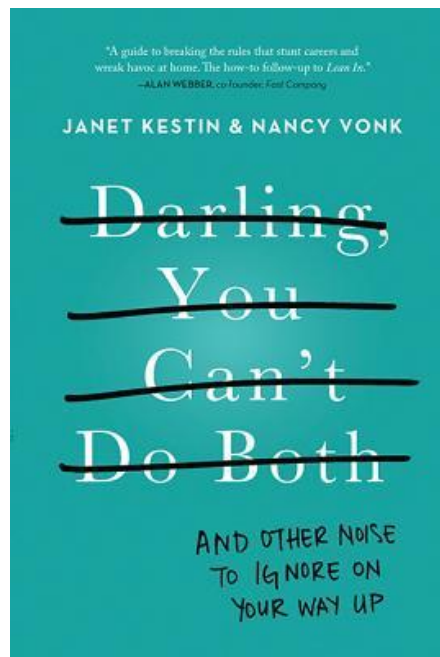




Darling, You Can't Do Both

Janet Kestin , Nancy Vonk

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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.

Darling, You Can't Do Both Details

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From Reader Review Darling, You Can't Do Both for online ebook

Yvette Cano says

Better books out there

I'd rather read Lean In, which was more insightful and had a lot of the same ideas and themes. This was poorly written and hard to follow. I skimmed most of it

Gillian Raymond says

This review first appeared in its entirety on Your Library Card

From the publisher: From two of the real women behind Dove's Campaign for Real Beauty, a creative, fresh and brutally honest guide to making it in the working world on your own terms... Filled with steps you can take and advice you can test drive, Darling, You Can't Do Both will spark a new thread of conversation and a new wave of action for women in the workplace—one that's realistic, positive and filled with effective strategies for every woman with career goals.

I'm not sure what made me pick up this book - the catchy title? Wanting a change from my preferred fiction genres? Whatever it was, it caught my eye and made me add it to my "To-Read" list. When Lean In was released I had absolutely no desire to read it, and despite all the hype surrounding it I still have no plans to pick it up. Typically, nonfiction and advice on career/work-life balance and having it all/doing it all type of books do not appeal to me. Perhaps it was the lack of publicity around 'Darling You Can't Do Both' that made me actually follow through on reading it.

I was surprised how quickly I read this book (usually a sign that I'm enjoying what I'm reading). I found the narrative style engaging and the book reads as if you were having a personal conversation with Janet and Nancy (apparently after reading their book we are on a first name basis!) rather than listening to them dictate how to "have it all". Their combined voices were authentic, however sometimes it was difficult to follow which author was speaking until they mentioned the name of the other. Their individual voices, tones and experiences are similar enough that it was not easy to tell them apart. When this is the case for dually authored books, my preference would be for a clear labeling of who is speaking so that I don't have to work out who is talking and can instead concentrate on what they are saying.

I liked the format of the book which is presented in chapters, each one a "rule" to be broken. In each chapter the authors give a story of personal experience relating to the rule and how they broke it. Some of the stories share not only their successes but mistakes that were made or things they wish they had done differently. When reading this type of book it is common to start thinking about mistakes you as the reader made too, so hearing from the authors that their paths to success were not nicely paved is encouraging and builds a stronger feeling of connection to the material. Prior to reading Darling You Can't Do Both I did not know that the authors worked in Toronto which instantly made me feel more connected to the book, being from Toronto myself. What disconnected me from the book was all of their experience being in the advertising industry. This line of work is very removed from mine so it was sometimes hard to draw parallels with the situations and strategies they were suggesting. Some may be transferable but advertising is a unique industry, and I wonder how applicable their experiences are to other professions (front line nurses, lawyers, doctors, teachers etc.).

Overall I would recommend this book. For early career, it is a good eye opener to a different approach and things you can do right away to set yourself up with options when it comes to having both the career and family life. For mid-career it is a good reminder to reflect on the path you have taken to date and that there is still time to adjust and make changes if that's what you feel you need. Personally the biggest message I took away from it was to overcome the fear of stepping up and asking (for a raise, promotion, more responsibility, flexibility to work from home, for anything really)... as Janet and Nancy say in the book; The worst someone can say is no.

Barbara says

Darling, you know my struggle to a tee.

That's certainly how I, as a young career woman, felt after picking up the cheekily-titled book "Darling, You Can't Do Both."

Celebrated ad executives Janet Kestin and Nancy Vonk perfectly capture the struggles of so many 21st century career women in their quasi-self-help book/memoir. They discuss all the dirty little trends in the workplace, from women underselling themselves through to bosses passing them up for jobs if they are of childbearing age.

But unlike other self-help books, Kestin and Vonk tackled these difficult topics in a lighthearted manner, providing tips based on their own and other successful women's real life experiences.

At times, I felt like I was sitting with Kestin and Vonk on my couch, listening firsthand to wisdom from two women who have managed to crack the glass ceiling in their own way.

And that itself -- the ability of each woman to break 'the rules' and build their own unique life -- was a point that Kestin and Vonk beautifully underscored throughout their book.

Despite their refreshing tongue-in-cheek writing style, I did find "Darling, You Can't Do Both" to be too long.

I believe the last quarter of the book could have been tightened up because I felt there was some redundancy happening in the subject matter.

Otherwise, I adored "Darling, You Can't Do Both," and I'd recommend it to other young career women as well.

Jessica Woodbury says

I admit, I tend to avoid nonfiction about things like work-life balance. But the title of this book intrigued me so I gave it a whirl. I wasn't disappointed.

Kestin and Vonn are a real-life, wildly successful advertising team. They are both mothers, they have both worked their way through several jobs and life crises. This book has, in my opinion, a perfect blend of anecdotes and advice. While they focus on the advertising industry, anecdotes from women from a variety of other professions are included.

You can't be a working woman and not see yourself in these stories. There will be some chapters that you'll breeze through, but others will make you stop and read every word because they are just what you need to hear.

This book made me stop and realize that I've been sitting back and going where my career takes me instead of envisioning my own idea of success. The stories made me think about what I could do in my role, even though I'm not in advertising or a traditional creative position. I will happily recommend this. It addresses

such a wide variety of the issues women face, whether or not they have children. There is much of the sexism women face from the outside and the doubts and worry we face from within.

Kestin and Vonn take turns with the story giving you each of their perspectives as well as a look at their unusual and powerful partnership.

Sarah Butland says

An extremely empowering collection of stories about woman who succeeded in balancing their lives and passions.

Many woman feel they have to make a choice - climb the ladder or be a parent. Janet and Nancy share experiences where they felt they were failing when they were really just discovering what was important to them and how to value both.

There is a gap in gender's in the workplace but we can close that gap and raise a family, we just first have to recognize there is a gap to close. Once we admit to the problem and recognize our own passions and strengths we can prioritize to rise to our abilities and the top!

Through hard work, time off and being authentic, many woman have gone back to work after maternity leave to become even better employees and parents. Not only can we live the life we do deserve we can show our kids how to juggle and climb!

A great read that motivates, inspires and reveals just how important for all of us to know who we are and be that person.

Thanks for reading and being you ;) ,

Sarah Butland

Petula says

I found it very funny and inspiring, an easy reading that should not be read as fast as a novel. Every story inspire us to think about the lessons learned. We should meditate after every chapter, sometimes after every session.

Most importantly: it is not only about women, but about "feminine", docile or somewhat introvert personalities and how to gain ground understanding who you are in the professional set. Many men could benefit from this reaeding too, both to open up their views of feminine world or if they do identify with a more feminine approach to life and feel they have been losing the spot to more aggressive peers.

Yulenka says

Good book, especially for a girl in advertising. I enjoyed the voice of the writer as well as the anecdotes that were sprinkled generously throughout the book. Good insight, advice, and a decent kick in the pants to act like big girls and take life by the balls.

Kayse Maass says

I've read other books like this and didn't find anything novel about Darling, You Can't Do Both. It was a quick read with some good suggestions, but would have been more effective as a paired down blog post or article. Also, I found it ironic that a book aiming to empower women and change gender stereotypes often referred to bosses using male pronouns, even when no specific male boss was being referred to.

Wendy says

Darling, I Could Barely Finish This Book

There's nothing in this book that you haven't read in any other female-written book about how to be successful in business if you identify as a woman. This one is different because it's written by two female authors that are in high paying positions/careers. Maybe it's more applicable if you're in the advertising field or if you've never read a book about females in leadership roles and/or the working world in general. I wouldn't recommend adding this to your list of books to read unless you've read all the other books there are out there surrounding this topic. And I really do mean all of them.

Kathleen says

This was given to me to read by a mentor at work to read as a woman in a competitive and male-dominated work environment. Interesting and slightly better than other books I've read on the topic

Jess says

I decided to stop reading 1/3 of the way through.

I saw this book on the shelf at Chapters and the title intrigued me right away. How could it not? Figuring out the real meaning of career and personal identity has been a fascination of mine for a couple of years now, and here comes a book that promises to bust a bunch of myths about exactly this topic. Unfortunately while the title and chapter headings sounded amazing... I found the content to be very disappointing.

Here I was hoping for relatable, inspiring stories that proved the myths to be false and offered practical advice for how to do your own thing despite the expectations of those around you... but what I got was the author's highly anecdotal advice based on her experiences in a specific industry. As a result, the viewpoint felt narrow and often hard for me to relate to. It felt a lot more like a stranger giving me life advice than a coach empowering me to make my own way.

So I guess if you're looking for a place to start this might be a good read. But if you're looking for material that will help you move forward, there are tons of self-help books out there with so much more to offer than this one.

Amy Egbert says

A fantastically validating read

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.

Jina says

I really enjoyed this very readable book by Janet Kestin and Nancy Vonk, who rose up through the ranks of the ad biz and for years were the co-CCOs of Ogilvy and Mather Toronto. They wrote with warmth, humor, and frankness about what it took to do that as women and moms.

I was left with no desire to work for an ad agency (I think it was the part where they talked about reclaiming their Sunday evenings -- I frankly can't work weekends and still be productive), but it's always been a life I've been curious about, since it does seem like the most fun environment to be a copywriter in.

The stories are great. For example, about halfway through, they describe the Diamond Shreddies ad campaign (watch Rory Sutherland's TED talk, "Confessions of an Advertising Man," if you don't know what that is). But the lessons probably apply outside of advertising, outside of art directors and copywriters.

My only complaint is that it's hard to tell who's writing at any time. I think Janet is the one who says she's always been outspoken, so it took her a pretty in-your-face moment to realize the sexism that was all around her. And I think Nancy is the one who said she was always embarrassed to ask for a raise until a woman colleague took her aside and said, "You're always complaining about being broke. What do you make?" and then informed her she was underpaid. More importantly, the woman pulled out a notebook from her desk, and read from it her list of ammo: wins she had had, successes she had contributed to. Those were the things she used to ask for more money, and she told Nancy to do the same.

Ellie Warsmann says

A must-read for women who work, regardless of the industry. So helpful!

Haley Arzt says

It didn't change my life.
