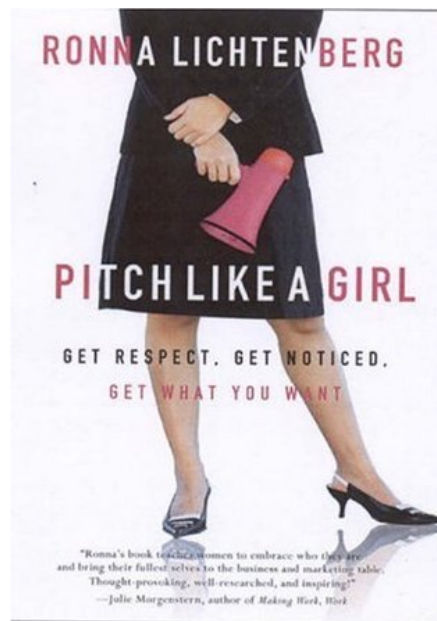




Pitch Like a Girl: Get Respect, Get Noticed, Get What You Want

Ronna Lichtenberg

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Pitch Like a Girl by Ronna Lichtenberg offers proven techniques to maximize a woman's instinctive strengths and effectiveness in the workplace

Despite steady advancement, part of the reason women still struggle to succeed in business is the discomfort they feel doing anything that feels like self-promotion. That's why Ronna Lichtenberg, corporate veteran turned highly sought-after management consultant, developed a program for women that works with their unique advantages.

Pitch Like a Girl: Get Respect, Get Noticed, Get What You Want Details

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From Reader Review Pitch Like a Girl: Get Respect, Get Noticed, Get What You Want for online ebook

Emily Nguyen says

Gives very helpful tips and ideas about being successful in business and motivates readers to build up confidence and speaking up to let your voice be heard

Janice says

Am I pink, blue, or somewhere in the middle called striped? Reading to find out...

Gregielyn says

great guide to winning in the workplace..

Hawkgrrrl says

I absolutely loved the author's book Work Would Be Great If It Weren't for the People and have recommended it to countless people. This one predated it, and I just didn't get nearly as much out of it. It wasn't as funny or readable, there was too much of a marketing / selling angle and it also had a lot of sexist undertones that I found unnecessary in my company anyway. I'm sure they may hold true in other industries or corporations. Perhaps I'm just lucky.

Katie says

I enjoy learning about different personalities and how to work with them - this book offers a lot of practical advice, as well as some eye-rolling tropes. Though certainly geared toward women entrepreneurs who ask for \$\$\$ in fundraising, this book also offers great advice for negotiating salaries and even, as I do, presenting creative work and pitching my own business in front of new clients. For any woman who struggles to advocate for herself (especially when it comes to money), this book might offer tangible practices to observe and then adopt.

Nicole says

I love the whole blue/pink/striped concept - it makes so much sense!

Sarah says

Not bad for a self-help book...good food for thought, at the office...

Rica says

I was prepared to dislike this book--or at best, not to get much out of it. Fortunately, I'm adventurous/curious enough to have given it a chance, and I'm delighted that I did. Not just for "girls," or even women: contains plenty of insight for boys/men too. An outstanding addition to my "Marketing/Career" shelf.

Katherine says

She explains the "pink" and "blue" styles of absorbing information, and how you can have females with blue stripes and males with pink stripes. What I really like is that she gives not only anecdotal stories for each, but backs up her assertions with studies and statistics. In other words, she gives something for the pink and something for the blue.

Jocelyn says

Practical advice on how to "pitch" based on personality types. There are some good exercises in this book to break things up. This book is easy to skim and there are very helpful summary sections in each chapter. I found chap. 3 on the differences between men and women very interesting. This book is likely more helpful for someone that is specifically trying to pitch a new product, business, career change or promotion.

Kristina says

Had some decent advice, but I felt it was really just renaming the Meyers-Briggs typologies... which made it a bit confusing too. Wouldn't recommend it. Read "Please Understand Me II" instead.

Smita Venkataraman says

This book offered a unique insight into what it takes to become successful and how to be respected in the workplace. Lichtenberg categorizes people as "blues", "pinks", and "stripes", each person having a different personality, and emphasizes playing to one's strengths and adapting one's work style to suit their personality. As a reader, I was able to personally identify what my approach should be to work and develop my own "pitch." She explained how this helps break down stereotypes that may exist in the workplace and how these are very empowering strategies. I would definitely recommend this to anyone who wishes to become motivated!

Lori Grant says

A should-read book on entrepreneurship for women in business.

Rachel Lora says

I'm probably about a 1/3 of the way through this right now, but absolutely adore Ronna's approach to the gendered brain in the workforce. It really ties into a lot of other reading I'm doing right now as far as gender studies go, and it makes understanding why different people behave the way they do in business, or have different expectations than you might, clear and relatively simple. And it addresses reasons why women are still behind in many regards when it comes to business - and what to do about these issues.

Lauren Rabaino says

I started this book and do not intend to finish it. You know I hate a book when I'm writing angry curse words in the margins, circling full sentences and drawing angry symbols. In fact, I hate this book so much that I actually put it down during church (I'm an atheist) and said prayers instead.

Here's why: This book reinforces gender inequalities rather than empowering women to overcome them.

This book isn't about how a woman can "be herself" and still succeed. This book is about how a woman can be a woman bound by the restraints of male-dominated workforce --with traits of submissiveness, lack of math skills, quiet compassion -- and still secretly manipulate men to get what she wants. This book categorizes all types of human interactions into two categories, "blue" and "pink" -- aka the author's euphemisms to disguise her narrow thinking.

I couldn't get through this book. I tried. I kept saying to myself "Only one more chapter..."

I think I'm going to burn it.
