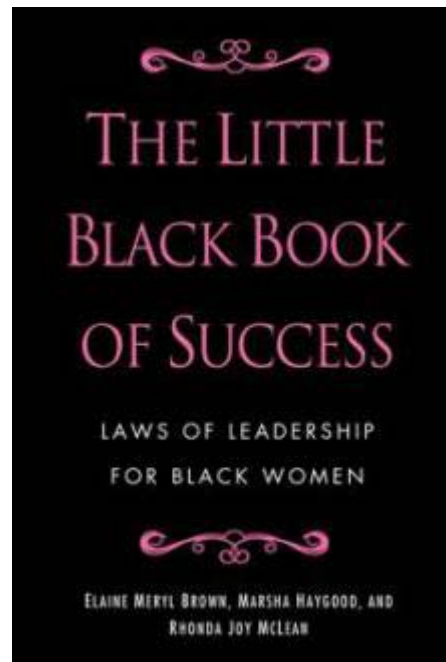


**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

**Sent:** Monday, July 26, 2010 11:03 AM

**Subject:** THE LITTLE BLACK BOOK OF SUCCESS: Finally, a Book about Leadership for Black Women

## **THE LITTLE BLACK BOOK OF SUCCESS: Finally, a Book about Leadership for Black Women**



**THE LITTLE BLACK BOOK OF SUCCESS: LAWS OF LEADERSHIP FOR BLACK WOMEN** ([www.littleblackbookofsuccess.com](http://www.littleblackbookofsuccess.com)) is the first book to specifically focus on black women and leadership. Now the authors, Elaine Meryl Brown, Marsha Haygood and Rhonda Joy McLean are available for corporate and non-profit speaking engagements, leadership seminars, career coaching/consulting, career transition counseling and strategic multicultural marketing programs. Recently published and already in its third printing, the book is being hailed as an engaging and invaluable resource guide that every black woman at any stage of their professional lives should have. Visit [www.littleblackbookofsuccess.com](http://www.littleblackbookofsuccess.com) to purchase a copy of the book.

It's a mentor in your pocket... "full of sound and thoughtful advice on how to succeed in business" says Richard D. Parsons, former Chairman, Citigroup. "Women are resonating with your message and engaging in conversations that can empower them to reach the next level," says Cathy C. Smith, one of many fans on the Fan Feedback page of the book's official website. **THE LITTLE BLACK BOOK OF SUCCESS** helps black women in today's workforce face unique challenges as they seek to advance their careers. As the introduction points out, some leaders are born, but most leaders are made.

Rich with wisdom that gets right to the point, **THE LITTLE BLACK BOOK** shows women how to utilize their leadership ability and maximize their potential one step at a time. It focuses on the building blocks of true leadership—self-confidence, effective communication,

collaboration and courage—while dealing specifically with stereotypes and the perils of self-victimization.

With **THE LITTLE BLACK BOOK OF SUCCESS**, you will see how to:

- *Use your (cultural) duality to build strength*—turn the lessons learned from the double burden of racism and sexism to your advantage
- *Distinguish between “church values” and “business values”*—adapt your spiritual values to business ethics without selling your soul
- *Consider yourself a VIP*—cultivate high self-esteem and self-leadership to maximize your potential
- *Stay Positive*—use your well-honed tools of affirmation to change the way you think and develop a leader’s mental attitude
- *Control and learn from your emotions*—don’t let others get in the way of what you want
- *Communicate like a leader*—develop critical superb verbal and written communication skills
- *Use the “N” word: Networking*—and be sure to network outside your comfort zone
- *Reach back and bring others along*—when given the chance, offer a helping hand

The authors Elaine Meryl Brown, Marsha Haygood and Rhonda Joy McLean have pooled 100 years of collective wisdom and leadership experience to create the guide they wished they had had access to as they journeyed along their remarkable career paths. Elaine is a former VP Creative Services at HBO and credits NAMIC’s Executive Leadership Development Program as the inspiration for the book. Marsha Haygood, is founder and president of Stepwise Associates LLC, a career and personal development company. Rhonda Joy McLean is Deputy General Counsel at Time Inc. All three met while working at Time Warner.

**To learn more about the book contact the authors at their official website:**

**[www.littleblackbookofsuccess.com](http://www.littleblackbookofsuccess.com)**.

About This Newsletter

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