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Women Who Work: Rewriting The Rules For Success



Synopsis

In this breakthrough book based on her company's #WomenWhoWork initiative, Ivanka Trump—wife, mother, real estate developer, entrepreneur, and founder of her eponymous fashion brand and IvankaTrump.com—disrupts the existing narrative of women and work to present a new worldview that celebrates how women work in all aspects of their lives. Through highly tactical, solution-oriented content, Trump empowers readers with the insight and tools to define success on their own terms and create the lives they want to live. Fifty percent of the world's workforce is made up of women, yet the term "working women" is still used as if they're an anomaly. Thanks in part to the generations of women who came before and fought hard to earn a seat at the table, today's working women—among them, tens of millions of millennials—are able to do things differently. Disappearing are the days of "face time for the sake of face time, 9-to-5 hours, and perfectly mapped career paths. "Today's generation of women is the first to be able to unabashedly embrace the fact that our lives are multidimensional," writes Trump. "We're deeply invested in our careers, but they don't solely define us. For us, it's about working smarter, not harder; integrating our personal passions and priorities with our professional goals in order to architect lives we love." For the CEO of her own company or a recent college graduate, a mother working full time at home to raise a family or a part-time freelancer, this book celebrates the fact that, when it comes to women and work, there isn't one "right" answer. By redefining what it means to be a modern working woman, and offering content that inspires, supports, and empowers, Women Who Work will establish a new ideal, changing the conversation around women and work to one that's more positive, accurate, and inclusive.

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