|  |
| --- |
| John Hunt Publishing - **Business Books** - announces the new title |
| **Strategies for Being Visible:14 Profile-Raising Ideas for Emerging Female Leaders**Susan RitchieStrategies for Being Visible: 14 Profile-Raising Ideas for Emerging Female Leaders is a practical handbook providing inspiration for women in early and middle leadership positions, in order to motivate them and equip them with the confidence, skills and strategies they require to be more visible at work and raise their profile. This will then enable them to move into more senior positions and feed the pipeline that is needed for women to attain more board-level positions, taking their careers to whatever heights they choose. *‘…a wonderful book for emerging female leaders, full of great information and skills to help everyone raise their profiles and achieve more at work.'* ***Ann Daniels, Polar Explorer, part of the first all-female team to reach the North and South Poles*****Author Bio**Susan Ritchie is a blogger, leadership coach and the author of Strategies for Being Brilliant: 21 ways to be Happy, Confident and Successful. She writes for Virgin.com and Be Leaderly. Susan lives in Lincolnshire, UK.Online: [Facebook](https://www.facebook.com/youtimecoaching/), [Author Website](http://susanritchie.co.uk), [Twitter](http://www.twitter.com/#!/@susanjritchie)**Previous Titles**Strategies for Being Brilliant: 21 ways to be Happy, Confident and Successful (9780904327168), Ruddocks Publishing Ltd, 2013.**Endorsements***Down to earth, with practical tools - it's straight to the point. Be bold, don’t follow the rules & respectfully disrupt - grab this book & devour it before you want to take your next big step!****Nicola Gilroy, BBC Look North*****Promotional Plans**Articles in women's magazines, business/lifestyle blogs, social media campaign targeting young female professionals. Topics including gender pay gap. Blog tour. Newspaper//TV/radio interviews, BBC Radio Lincolnshire. Author runs workshops at the BBC, the Institute of Chartered Accountants, Tower Hamlets Homes, SSAFA armed forces charity.**USP**There is very little leadership material aimed at new and aspiring female leaders, and nothing that focuses directly on the issue of visibility. Includes insights from women in senior positions in their industries. Self-promotion for women who don't want to feel they're showing off!**Competing Books**Playing Big 9780099591528, by Tara MohrArrow, 2015**Categories**BUSINESS & ECONOMICS (General)(BUS071000) -> Leadership(BUS071000)BUSINESS & ECONOMICS (General)(BUS109000) -> Women in Business(BUS109000)SELF-HELP (General)(SEL027000) -> Personal Growth (General)(SEL027000) -> Success(SEL027000) |   | http://www.johnhuntpublishing.com/assets/docs/books/5563/jhp5ab15edcd4e3d.jpg**Publication Date**January 2019 **Paperback**ISBN: 978-1-78535-472-4$16.95  |  £10.998.5x5.5 inches | 216x140 mm152PP**e-book**ISBN: 978-1-78535-473-1$12.99  |  £8.99**Library of Congress**2018931829 |
| Distributed to the trade by National Book Network in US; by Orca Marston in UKPublisher contact: beccy@jhpbooks.net[jhpbusiness-books.com](http://jhpbusiness-books.com)  |  | http://johnhuntpublishing.com/assets/images/imprints/8.gif |