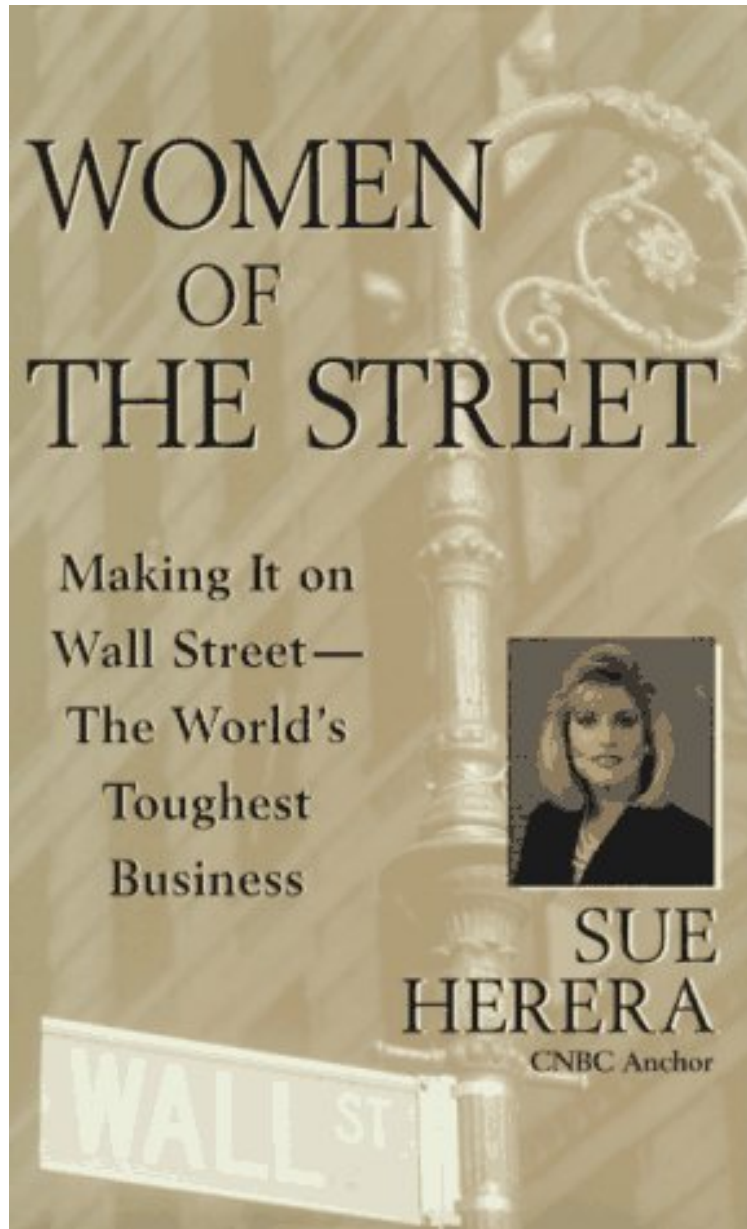


Women of the Street: Making It on Wall Street -- The World's Toughest Business

Sue Herera

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Sue Herera : Women of the Street: Making It on Wall Street -- The World's Toughest Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Women of the Street: Making It on Wall Street -- The World's Toughest Business:

10 of 11 people found the following review helpful. Introduction to Wall Street and the place of women in it. By N. Costa. Work in the business - this book is a terrific introduction to the rough and tumble, fast paced, pressure cooker industry known as Wall Street. Ms. Herrera profiles smart, talented, spunky women - tough yet surprisingly tender cookies who shared determination and perseverance but chose very different paths and methods in pursuit of a career in an industry driven by ego, greed and money. They did it their way, overcoming roadblocks and stumbling blocks in the not so long ago male-dominated financial marketplace, establishing their place in an exciting, rewarding, albeit tough, industry, particularly for women.

A PROVOCATIVE, UP-CLOSE LOOK AT SOME OF THE MOST POWERFUL AND INFLUENTIAL WOMEN OF THE STREET "Herera describes . . . key players with a touch that is both sympathetic and exacting; each speaker has her own voice, yet Herera links common obstacles and victories. Interspersed with the engrossing narratives are lively and informative glimpses into strategy and technique. An absorbing and entertaining book with a substantial bite." --Financial Trader. ". . . Herera smartly keeps the focus on the personal factors that enabled [these women] to enter a male preserve and thrive. . . . Through Herera's diligent presentation, they . . . provide inspiring role models for those who would enter the field." --Publishers Weekly. "A provocative title about 14 top Wall Street professional women who--no surprise--find it difficult to balance work, marriage, and family. Underneath the friendly noise . . . lies hard, reality-based choice making." --Booklist. "If you are a woman, you must read this book to see how to succeed in the world of finance. If you are a man, you should read this book to learn what the competition is doing!" --L. William Seidman, Former Chairman, FDIC. ". . . a roadmap to success for any woman who wants to succeed in what has become the world's most exciting business. Herera's stories of the tough, savvy women who have made it on the Street are an inspiration." --Bill Wolman, Chief Economist, BusinessWeek.

.com Women of the Street: Making It On Wall Street -- The World's Toughest Business, by CNBC "Business Tonight" host Sue Herera, aims the spotlight at 14 women who have made their mark in this traditionally unfriendly arena. Stars of the financial world like Mary Farrell of Paine Webber and Julie Stone of Smith Barney reflect on their paths to success and the consequences of their actions. The addition of some outside perspective could have made this good book even better. From Publishers Weekly The host of CNBC's Business Tonight presents 14 interviews with women investment professionals who have made it to the top on Wall Street. Although all the interviewees comment on their financial strategies, Herera smartly keeps the focus on the personal factors that enabled them to enter a male preserve and thrive. Several of the women cite supportive parents; others, such as Elizabeth Mackay (Bear Stearns) and Linda Bradford Rasche (LBR group), mention that being married to men in the business who understand the stresses of their jobs allows them to lead rewarding lives outside the office. Surprisingly, only one interviewee, Mary Farrell (Paine Weber), talks about what Herera refers to as "blatant sexual discrimination on the Street." Perhaps the most interesting and important information elicited from these women, however, is their near universal belief that traditional feminine attributes have contributed to their success. As Herera puts it in her introduction, they have made "a business advantage" out of their "effort to be responsive, focus on customer needs, and avoid the hard sell." All the women interviewed say they love their demanding work; through Herera's diligent presentation, they will provide inspiring role models for those who would enter the field. Copyright 1996 Reed Business Information, Inc. From Booklist A provocative title about 14 top Wall Street professional women who--no surprise--find it difficult to balance work, marriage, and family. CNBC-TV journalist Herera, herself from a two-career household, sets down her interviews in a chatty style. Underneath the friendly noise, however, lies hard, reality-based choice making. Says Bridget Macaskill, president and COO of Oppenheimer Funds, "I do not see many women who have reached the most senior levels with their husbands and children and outside lives intact." Most of the interviews center on how each woman "made it," advice for aspiring traders or analysts, the machinations of the Street, and an almost subconscious defense of success. Not every portrait should be considered a role model; the number of hours these women work may be a deterrent for many. But this is an easy-to-read introduction for readers intrigued by careers in higher finance. Barbara Jacobs