



Rise: 3 Practical Steps for Advancing Your Career, Standing Out as a Leader, and Liking Your Life

By Patty Azzarello

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A straight-shooting Silicon Valley executive reveals insider career strategies to becoming a great leader, developing your network, succeeding without wasting time, and managing trade-offs between your work and life so your life works.

GET YOUR BREAKTHROUGH

Patty Azzarello became the youngest general manager at Hewlett-Packard at age thirty-three, ran a \$1 billion software business at thirty-five, and became a CEO at thirty-eight—all without turning into a self-centered, miserable jerk.

In *Rise*, Azzarello shares the insider secrets to advancing your career (while having a life) in three practical steps:

DO Better: Set Ruthless Priorities, work and lead more strategically, and deal with frustrating obstacles and stupid people.

LOOK Better: Build your credibility with the people who can help (or blacklist) you.

CONNECT Better: Develop your network without being political. Get on "the List" of people who get the best opportunities.

Whether you are just starting up the corporate ladder, stuck midcareer, transitioning, or eyeing the corner office, *Rise* shows you the difference between getting ahead and just working hard.



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