THE WOMAN'S PLAYBOOK

**Entrepreneur, Author & Host
Joanna L. Krotz**

for women entrepreneurs. And, check out the podcasts.

Sure, we've come that long way. But women must still blaze trails in more fields than you'd think.

THE WOMAN'S PLAYBOOK

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"Business ownership is an important avenue through which women can break through the glass ceiling encountered within established organizations...."

**- Tomas Chamorro-Premuzic
"The Unnatural Selection of Male Entrepreneurs"**

When **Kari Underly** launched her meat-cutting career, "there were no other women. I was told I would work at a small store...." Today, she's owner of **Range**, a Chicago-based fresh-meat industry advisor. She's also author of **The Art of Beef Cutting,** nominated for a James Beard award; inventor of two new beef cuts, the **Denver Cut and Flat Iron steak;** a next-gen educator and a pioneer in the nose-to-tail butchering movement.

Despite double challenges of being African-American and female in the white, male security industry, **Phrantceena Halres** began TPS Global in 2002, now **Total Tactical Defence Protection Services,** a premier security service for nuclear installations. Halres sees value in silence: " **Women have been taught that being quiet is a negative thing**...but using nonverbal language is powerful."

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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

THE WOMAN'S PLAYBOOK, by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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