



For Immediate Release

OUTSTANDING IN THEIR FIELD How Women Corporate Directors Succeed

Women still make up only 16 percent of large-company corporate boards, and 45 of the *Fortune* 500 still have no female board members. Ironically, corporations know they have a problem recruiting outstanding female board members. They maintain that, despite women's enormous strides in the business world, qualified women remain difficult to find.

In **OUTSTANDING IN THEIR FIELD: How Women Corporate Directors Succeed**, new from Praeger, author Elizabeth Ghaffari, an expert in female board representation, shows what it takes to get nominated to a corporate board and become a productive and respected member. Rather than focusing on lack of opportunity or loudly calling for the appointment of more women to boards, it shows women what they can do to get on boards. In its pages, businesswomen will gain refreshing insights into the many opportunities that exist for them to rise to leadership.

The result of two years' research and interviews, **OUTSTANDING IN THEIR FIELD** identifies specific steps a woman can take to become qualified and competent to serve at the very top—as a director on a for-profit corporate board. Arguing that women need to "learn from the leaders," the author lets 15 female directors tell the truth about how to find a seat at the table. Each story is different; no one path or decision worked for every woman. Their advice closes each chapter, providing encouragement and perspective from over three decades of practical experience with

OUTSTANDING IN THEIR FIELD presents the six most prominent paths into the boardroom—nonprofit, academic, government, entrepreneurship, investment, and corporate—profiling women directors who followed each of the six paths. It is unique in that it:

- Identifies steps women can take that will make them qualified and competent to serve at the very top
- Enables women to learn from the leaders what it takes to get nominated to a corporate board
- Documents positive indicators showing that business women are being invited into the boardroom not because it's the right thing to do, but because they offer the skills, experience, and perspective contemporary boards value

Elizabeth Ghaffari is president and CEO of Technology Place Inc., Santa Monica, CA, a technology advisory firm. Her *Surveys of Women on Boards of Directors at California-Based Fortune 1000 Firms* provided the biographical and research foundation for **Outstanding in Their Field**. Ms. Ghaffari is the author of articles appearing in *The Corporate Board* and *Personal Wealth Journal*.

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