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ATTN: Editors, Journalists, Producers. Press release. Story, show, and interview idea.

SUBJECTS: Business, Leadership, Management, Women in Business, Women Executives, Women's Careers, Jobs, Employment, Books.

INTERVIEW: Selena Rezvani, MSW, MBA. Selena wrote her debut book, *The Next Generation of Women Leaders: What You Need to Lead but Won't Learn in Business School* (Praeger, 2009) while pursuing her MBA at Johns Hopkins University, where she graduated first in her class. Selena also has an MSW from New York University.

AVAILABILITY: Nationwide by telephone. Travel by arrangement. Baltimore, Boston, New York, Philadelphia, and Washington, DC.

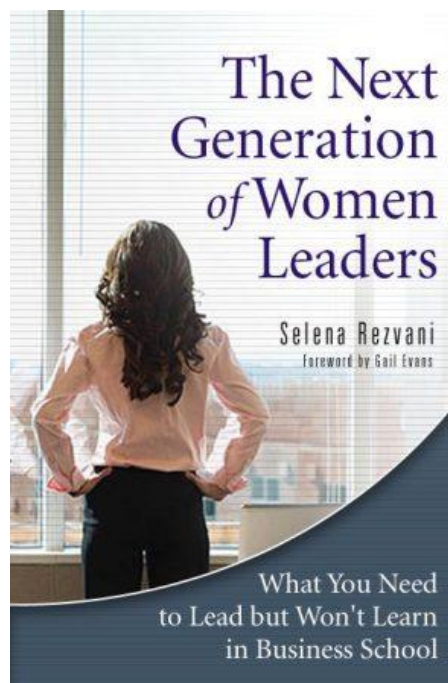
***New Book For Young Business Women
Who Want to Succeed***

***The Next Generation of Women Leaders:
What You Need to Lead but Won't Learn
in Business School***

by Selena Rezvani

Foreword by Gail Evans

Available December 31, 2009



The Next Generation of Women Leaders: What You Need to Lead but Won't Learn in Business School, a new book by Selena Rezvani, with a foreword by Gail Evans, retired Executive Vice President of CNN Newsgroup, is geared specifically to young 'Generation X and Y women,' and breaks down, in simple to understand, highly readable language, exactly what the businesswoman needs to know and do to succeed.

“The ‘manual’ for the future women leaders of America . . . It is about time that there was a ‘handbook’ for women that told the truth about what it is to be a female in the business world and how to get what you want and to succeed without the harsh labeling that has been the stereotype in the past. Selena Rezvani's ***The Next Generation of Women Leaders*** is a resource any woman working in any field would be able to use in their careers for years to come.”

-Examiner.com Book Review

“I wrote ***The Next Generation of Women Leaders*** to connect aspiring women leaders with established women executives,” says author and businesswoman Selena Rezvani. “Through my interviews with women like Melissa M. Monk, CIO at CapitalOne, Jamie McCourt, former President of the LA Dodgers, Mei Xu, CEO of Chesapeake Bay Candle, and Katharine Weymouth, CEO of the Washington Post Media, I felt I was able to write the guidebook I wished I'd had when graduating with my MBA.”

Says author Rezvani, “During the interviews and while writing this book, I learned that women who want to move up must ask for what they want, make their career aspirations known, and pro-actively work with their boss to craft an advancement plan. A leader in the making promotes her successes and accomplishments and leverages them to gain more responsibility. Without organizational and political savvy, in addition to emotional intelligence, a woman will have a difficult time thriving at work and packaging her messages properly.”

Over the course of a year, Selena Rezvani interviewed 30 women executives in various industries, roles, and job functions, including:

- Denise Incandela, President of Saks Direct at Saks Fifth Avenue
- Roxanne Spillett, President and CEO of Boys and Girls Clubs of America
- Courteney Monroe, Executive Vice President of Consumer Marketing at HBO
- DeeDee Wilson, CFO at Aritzia
- Naomi Earp, Chair of the Equal Employment Opportunity Commission
- Jeanine Becker, Senior Counsel at Motorola, Inc.,
- D'Arcy Foster Rudnay, Senior Vice President for Comcast Corporation
- Catherine J. Mathis, Senior VP of Corporate Communications at The New York Times Company

The result is ***The Next Generation of Women Leaders***, a penetrating, eye-opening, and ultimately empowering narrative, filled with stories of remarkable women who navigated the leadership maze and triumphed. The book flows in a way that follows a woman's typical career path: preparing for and finding the right career, succeeding on the job, networking and building relationships, and engaging in activities off the job. The book

also provides advice on negotiating for what you want, maneuvering through office politics, and mastering work/life integration.

The Next Generation of Women Leaders features:

- 30 interviews with highly accomplished businesswomen
- A foreword by Gail Evans, the highest-ranking woman executive ever at CNN
- A far-reaching bibliography of significant materials combining works examining gender dynamics in addition to business classics

While the leadership landscape may be shifting in women's favor, women are nowhere near an equal presence in leadership roles when compared to men. Rezvani's achievement was to engage some extraordinarily accomplished women as mentors, each of whom provided tools and information that young women can use to shape their own careers.

The Next Generation of Women Leaders encourages younger women to be their own advocates when it comes to professional growth and advancement, and it provides tangible how-tos on negotiating the workplace as a woman.

SELENA REZVANI has guided numerous clients through the process of assessing their workplaces and identifying strategies for transformation. A seasoned management consultant, Selena has advised companies on issues of organizational change and workforce development, and has worked with varied organizations internationally and across many industries. Selena wrote *The Next Generation of Women Leaders* while earning her MBA degree from Johns Hopkins University, where she graduated first in her class. She also holds MSW and BS degrees from New York University. Selena Rezvani serves as president of NextGenWomen, LLC, a consulting firm dedicated to propelling more women into the top echelons of business. For more information, visit www.nextgenwomen.com.



Further information can be found at:

<http://www.greenwood.com/catalog/C37666.aspx>

Related interest, Interviews, Reviews:

<http://www.featheredquill.com/reviews/business/rezvani.shtml>

<http://smartblogs.com/workforce/2009/11/09/creating-change-step-by-step/>

<http://www.examiner.com/x-20592-Allentown-Books-Examiner~y2009m10d25-Great-tips-for-future-women-business-leaders>

<http://85broads.com/experts/selena-rezvani/sustain-yourself-with-meaning>

<http://www.mainstreet.com/slideshow/small-business/women-small-business/gender-gap-does-it-still-exist-america>

Book Information:

The Next Generation of Women Leaders:

What You Need to Lead but Won't Learn in Business School (Hardcover)

Selena Rezvani (Author)

Price: \$29.95

Hardcover: 184 pages

Publisher: Praeger (December 31, 2009)

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SUGGESTED INTERVIEW QUESTIONS:

- What propelled you to write the book?
- Aren't there enough books on leadership? How is your book different from the countless other leadership development books out there?
- How did you access the women you interviewed?
- With whom was your favorite interview? Why?
- What overarching themes emerged from the interviews?
- Your book covers a lot of terrain – networking how-to, navigating office politics, even managing work/life challenges. How was each topic selected?
- How much of the book represents your own insights versus those of the women you interviewed?
- What finding from your interviews came as the biggest surprise?
- Does your book encourage young women to behave more like men as a means to advance?
- Do you think there is still a glass ceiling?
- What's your take on the current state of women in the workplace?
- Any final advice for women aspiring to lead?