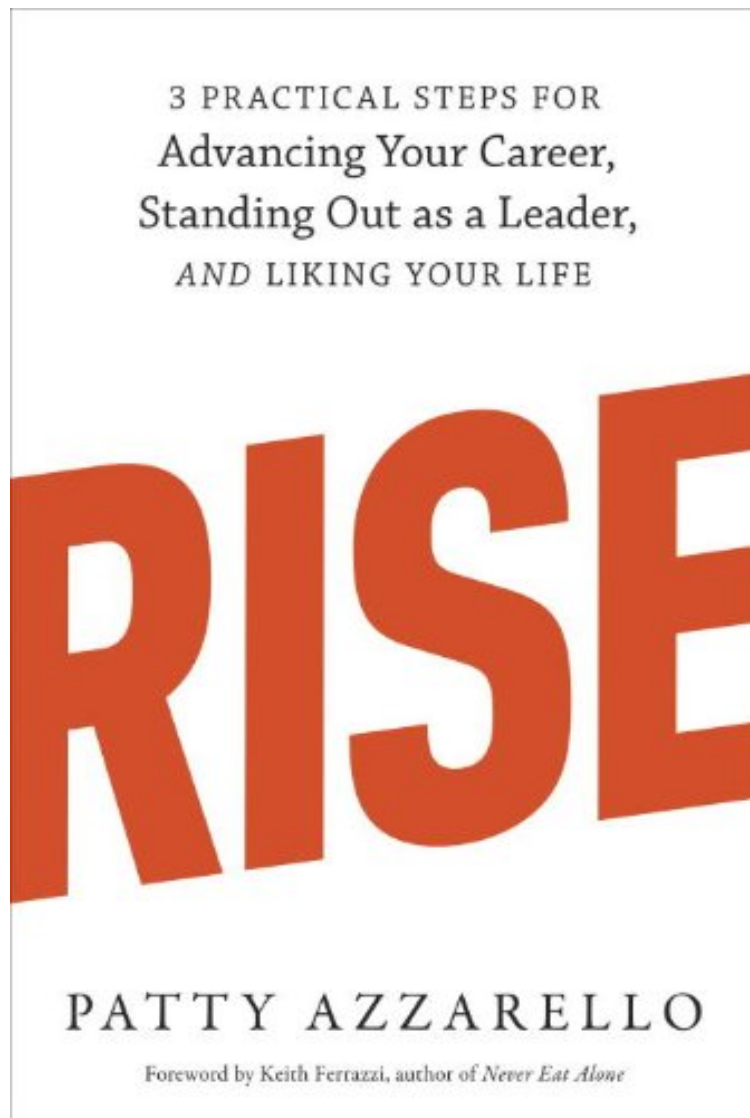


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After seeing Patty's keynote at this year's Marketo conference in San Francisco, I was incredibly motivated and inspired to Do Better, Look Better, and Connect Better. I devoured RISE within a week and it is one of the most valuable books I've read thus far on career development, aspiration, and ambitious pursuits. Thank you Patty for taking the time to share so many valuable lessons and for writing in such a straight-forward manner. The book is full of wisdom and common sense strategies that will help you really stand out as a leader. I purchased this book through my husband's account.
- leandry estrella

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. 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, and work and lead more strategically to deal with frustrating obstacles. - 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.