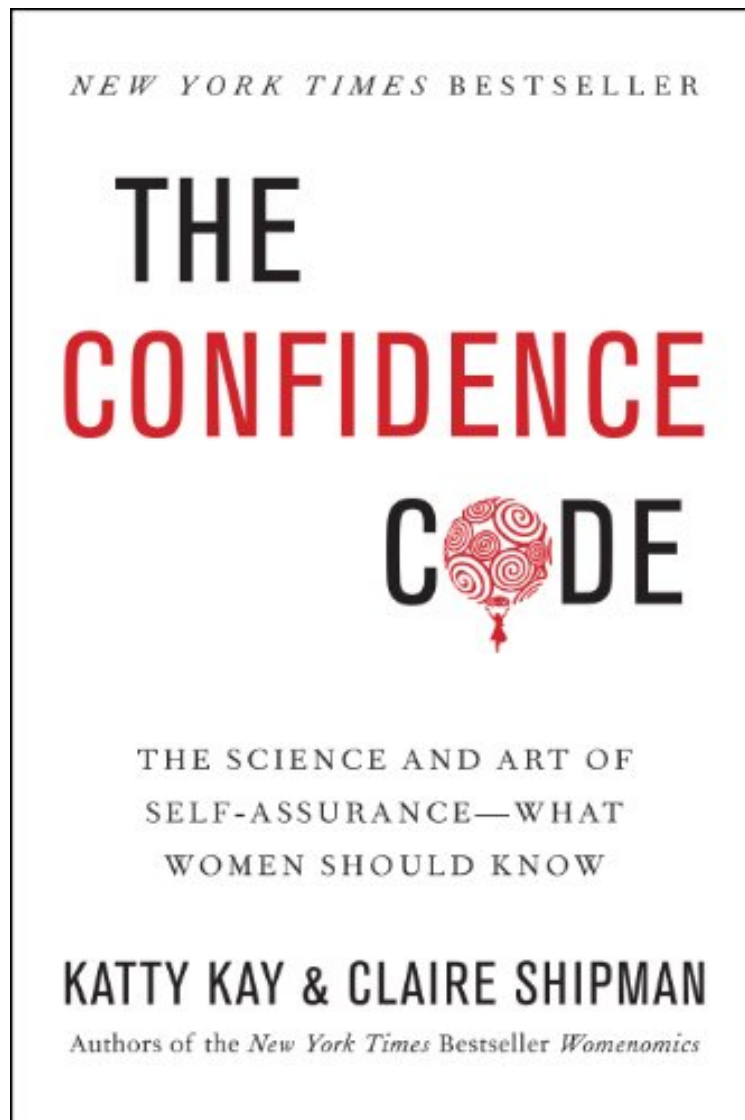


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## The Confidence Code: The Science and Art of Self-Assurance---What Women Should Know

*Katty Kay, Claire Shipman*  
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**Katty Kay, Claire Shipman : The Confidence Code: The Science and Art of Self-Assurance---What Women Should Know** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Confidence Code: The Science and Art of Self-Assurance---What Women Should Know:

1 of 1 people found the following review helpful. With a topic like this, scientificBy J. SilversExtremely well written. I appreciate the extensive research conducted! With a topic like this, scientific, empirical data is needed to drive home

a point.1 of 1 people found the following review helpful. Science based and real life applicability that is actually helpful.By Erin VGreat scientific backed research on the differences between men and women, both in how they gain and use confidence. I work in a predominantly male industry and I used this book with our management team to provide training and enlighten men tasked with training new hires. Feedback from our team was very positive.1 of 1 people found the following review helpful. InterestingBy PlewisI have found myself referencing this book to friends, myself and my husband. It has taken me a while to read but it's one I wanted to let every word sink in. I will be going back to this one and hopefully using it as a tool in raising my daughter.

Following the success of *Lean In* and *Why Women Should Rule the World*, the authors of the bestselling *Womenomics* provide an informative and practical guide to understanding the importance of confidence;and learning how to achieve it;for women of all ages and at all stages of their career.Working women today are better educated and more well qualified than ever before. Yet men still predominate in the corporate world. In *The Confidence Code*, Claire Shipman and Katty Kay argue that the key reason is confidence.Combining cutting-edge research in genetics, gender, behavior, and cognition;with examples from their own lives and those of other successful women in politics, media, and business;Kay and Shipman go beyond admonishing women to "lean in."Instead, they offer the inspiration and practical advice women need to close the gap and achieve the careers they want and deserve.nbsp;

ldquo;The Confidence Code belongs in the bag of every woman in America. It combines groundbreaking scientific research and firsthand accounts from the world's most powerful woman.rdquo; (Joanna Coles, Editor-in-Chief, *Cosmopolitan*)ldquo;How do we make the most of our talents, skills, and interests? This book demonstrates that it's not enough to know what we're doing; our confidence is a key factor in our success. Fascinating reading for every woman who wants to take her life to the next level.rdquo; (Gretchen Rubin, author of *The Happiness Project*)ldquo;All too often, even the most successful women have indicated that their confidence is fleeting or domain-specific. The gifted authors who were behind *Womenomics* prove that can change. Discover how you can specifically develop that enduring sense of self-assurance in this remarkable book.rdquo; (Marshall Goldsmith, author of the international bestseller *What Got You Here Won't Get You There*)ldquo;Kay and Shipman shine a perceptive light on the crucial role that confidence plays in the ability of women to succeed. They offer women practical advice and the vision of a more hopeful future.rdquo; (Sheryl Sandberg, COO of Facebook, and author of *Lean In*)ldquo;Kay and Shipman provide a great blueprint for raising daughtershellip;.All of this research, as well as the authors' own recounting of experiences with doubt in their professional lives, effectively builds into a comprehensive set of ingredients for the confident woman.rdquo; (Publishers Weekly)ldquo;An insightful look at how internalizing cultural stereotypes can hold women back from competing with men.rdquo; (Kirkus)ldquo;[Kay and Shipman] have written an enlightening, fascinating book that explains the relationship between confidence, resilience, risk and rewardhellip;.This book can definitely help you learn to boost your confidence.rdquo; (Success)ldquo;[Kay and Shipman dive] into tons of fascinating research and stats that are worth readinghellip;[b]ut most importantly, the book provides some seriously actionable advice from some of the most successful women in the world (authors included).rdquo; (Self.com)From the Back CoverConfidence. We want it. We need it. But it can be maddeningly enigmatic and out of reach. The authors of the New York Times bestseller *Womenomics* deconstruct this essential, elusive, and misunderstood quality and offer a blueprint for bringing more of it into our lives.Is confidence hardwired into the DNA of a lucky few;or can anyone learn it? Is it best expressed by bravado, or is there another way to show confidence? Which is more important: confidence or competence? Why do so many women, even the most successful, struggle with feelings of self-doubt? Is there a secret to channeling our inner confidence?In *The Confidence Code*, journalists Katty Kay and Claire Shipman travel to the frontiers of neuroscience on a hunt for the confidence gene and reveal surprising new research on its roots in our brains. They visit the world's leading psychologists who explain how we can all choose to become more confident simply by taking action and courting risk, and how those actions change our physical wiring. They interview women leaders from the worlds of politics, sports, the military, and the arts to learn how they have tapped into this elemental resource. They examine how a lack of confidence impacts our leadership, success, and fulfillment.Ultimately, they argue, while confidence is partly influenced by genetics, it is not a fixed psychological state. That's the good news. You won't discover it by thinking positive thoughts or by telling yourself (or your children) that you are perfect as you are. You also won't find it by simply squaring your shoulders and faking it. But it does require a choice: less people pleasing and perfectionism and more action, risk taking, and fast failure.Inspiring, insightful, and persuasive, *The Confidence Code* shows that by acting on our best instincts and by daring to be authentic, women can feel the transformative power of a life on confidence.About the AuthorClaire Shipman is the senior national correspondent for ABC News' *Good Morning America* and a regular on *This Week with George Stephanopoulos*. Previously, Shipman was the White House correspondent for NBC News and a reporter for CNN in Moscow, where she earned multiple awards for her coverage of the demise of the Soviet Union. She currently lives in Washington, DC, with her husband and two children.Katty

Kay is the Washington correspondent for BBC World News America. She is a contributor on Meet the Press, Larry King Live, and The Chris Matthews Show and a regular guest host for Diane Rehm on NPR.