



## Cowgirl Power: How to Kick Ass in Business and Life

*Gay Gaddis*

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**In COWGIRL POWER, advertising CEO and cowgirl Gay Gaddis shares insights and examples for women to lead like fearless, risk-taking cowgirls: enhance and exude confidence, developing personal power on all fronts.**

As the owner of one of the largest female-owned independent agencies in the U.S. and former chairman of C200, one of the country's top women's business organizations, GAY GADDIS knows a thing or two about empowerment.

Gay's secrets of success have roots in the spirited strength of real cowgirls who were fearless risk-takers in everything they did. They've inspired Gay. As the owner of a fully operational Texas Longhorn Cattle Ranch, Gay is a true cowgirl. And she brings cowgirl power to the boardroom, as well. In **COWGIRL POWER**, Gay shares her story and an inspiring action plan for women who are ready to blaze their own trail in business and in life. Whatever your goals - to start a family or your own business, to climb the corporate ladder, organize community outreach, or run for office, Gay says it all comes down to power: knowing how to develop it and not being afraid to take it when it comes your way. You build your own power through knowledge, hard work, excellence, creativity and good will and Gay's book has the Cowgirl Tool Kit that supplies all the tools to get there!

## **Cowgirl Power: How to Kick Ass in Business and Life Details**

Date : Published January 23rd 2018 by Center Street

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Author : Gay Gaddis

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## **From Reader Review Cowgirl Power: How to Kick Ass in Business and Life for online ebook**

### **Literary Soirée says**

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COWGIRL POWER by Gay Gaddis is a must-read inspirational book for women who want to succeed in business and life. As owner of one of the largest woman-helmed American ad agencies, she knows about authentic women's power and empowerment. Gaddis draws upon her own life and that of real cowgirl heroines of the 1920s and '30s as she shares effective tips for success and includes a Cowgirl Power Toolkit that focuses on eight areas: Taking responsibility, Building competence, Finding assertiveness, Life design, Building a kick-ass culture, Generating good ideas, Becoming a fearless leader, and Cowgirl Power. 5/5 for Western female chutzpah and kick-ass inspiration!

Pub Date 23 Jan 2018

Thanks to Center Street and NetGalley for the review copy. Opinions are fully mine.

#CowgirlPower #NetGalley

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### **Chris C - A Midlife Wife says**

It can be tough to become a leader in business today if you are a woman, although the culture is becoming a lot easier. I see a lot of women going into business for themselves and I think that's great. I am proud to see the strides women have taken to succeed.

But we also have a lot of women in the corporate structure and this book is a good read if you want to empower yourself to take on those guys and become the best at what you do.

The author wrote this book about her life and experiences in developing her company. She correlated her learning to the tough cowgirls of the past that helped pave the way for women today. Each chapter is a skill that she learned and one you can too.

This book is full of tips on how women can build on their strengths, to build and organize their business, and their personal life. I love the Cowgirl Power Tool Kit at the back of the book. Full of quick tidbits to really empower you and help you be better business person.

Full of great stories and packed with powerful tools you can use, every business woman needs to check out this great book. It will help you be get to where you want to be as a woman and business professional.

\* Copy received for review consideration

Full Review - <http://amidlifewife.com/cow-girl-powe...>

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## **Lance McNeill says**

### **Authentic and powerful**

Gay is undeniably authentic- an extremely important quality for successful entrepreneurs. I only wish she would have shared more insights and case studies from her business experience. The cowgirl metaphors didn't always connect back to business for me, but it offered interesting and inspiring history. I look forward to a follow up book by Gay.

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## **Carol Mutung'a-Kariuki says**

Fantastic book. Loved the encouragement to be authentic. As a person running my own business, I appreciated the honesty of the struggles and the tough decisions that Gay had to take. The cow girl stories were extremely enlightening and spot-on with the lessons.

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## **Candice Garcia says**

Loved reading about how Gay trailblazed her way into the industry. Such great advice on finding the power within oneself and how that can be harnessed in the business world.

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## **Tory says**

3 1/2 stars. I enjoyed this book and liked Gaddis' suggestions about how to succeed in business and life. I also liked that each chapter started with a description of a historic cowgirl. The stories Gaddis included were interesting but I sometimes thought that they were a bit rambling and not related to the point of the chapter. The "toolkit" at the end of the book is good.

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## **Jennifer says**

Witty and practical wisdom for women in the workforce. Love the style of writing - each chapter is themed around one prominent cowgirl from history and an important trait or skill women should develop. Love the maverick aura of the entire book.

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## **Phyllis says**

### **Excellent advice for women of all ages**

Gay hits the nail on the head. You have to own your own success in life. Don't make excuses-get busy making your own success happen. What an inspiration!

