



Strong Woman: Ambition, Grit and a Great Pair of Heels

Karren Brady

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Karren Brady is Britain's best-known business woman. An inspiration to women everywhere, her incredible success is borne of her passion, impressive business instinct, ambition, and her very genuine, honest, down-to-earth outlook.

This is her story... how she started out as a sparky 18 year old selling advertising space and how she went on to persuade David Sullivan, at the age of 23 to buy a football club – turning that business round to sell it for an incredible £82 million 12 years later. How she balances her personal life with her professional, her priorities, her life as mother of two and wife. How she coped when doctors told her after a routine scan that she had a brain aneurysm, that she must have a complicated operation immediately and had a 30% chance of not surviving, and how it has since influenced her outlook and priorities.

An overwhelmingly inspiring and real look at work and life, Karren Brady defies convention as a directional business woman in a male industry. This is how she does it, and through her experience, her drive and her skills - it's a brilliant insight into how you can do it too.

Strong Woman: Ambition, Grit and a Great Pair of Heels Details

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From Reader Review Strong Woman: Ambition, Grit and a Great Pair of Heels for online ebook

Rachel Sutcliffe says

Not really for me, this one. She's a strong woman alright but I didn't find anything new or particularly inspiring in its pages. Was hoping to get some interesting takeaway nuggets, but didn't. Perhaps I've read too many business books and was looking for something new. Can't help admiring her achievements, but it just didn't sit right with me. On the plus side, it's such a straight talking, easy read that you'll zip through it even if you're time poor.

Kelly says

The front cover of this book says that Karren Brady is an inspiration to women but I think that is an understatement. Men as well as women can learn from the ambitious, driven and tenacious nature of Brady who fought against the restriction placed on her to become one of Britains leading businesswomen. I really enjoyed the mix of Brady's life story with her manifesto for women's rights and her 'How to Succeed...' pointers. Certainly a role model for women but as much a inspiration to ALL aspiring business minds.

Becky Innes says

Okay but constantly goes on about hard work. I get that to be rich you need hard work but putting it before everything in your life can't be healthy! Thought it would be a bit more of an autobiography so I was disappointed.

Ashika says

If you want to be successful - be a rich robot

Kym Hamer says

This reads a little like a personal diary at times and it was all a bit gung-ho for me at the start but by the end I had quite warmed to Brady, learning a lot about and admiring her stand for women and equality. Nice to get a peek behind the face we see on The Apprentice.

Emma says

What an inspiring woman Karren Brady is. Her story is one that shows true grit and determination to achieve what she has. This book contains no pink and fluffy stuff, it explains what is required to succeed within the business world, especially as a woman.

I can't say that I would be able to do everything she suggests, not because I don't have the determination but more because my health wouldn't let me do it. However there was an awful lot of content that I have learned from. I felt inspired and enthused to push myself within the business I work in and my own personal goals. Plus, I have no intention of letting my disabilities stop me from achieving my goals as a woman, I will just adapt what I need to do.

It's also refreshing to see a woman reaching the heights that she has, and then willing to pass on how she managed it to other women. She is an idol in my eyes and I will continue to watch her career closely.

Highly recommend this book, what she writes can be applied to all parts of a person's life, not just business.

Lucie Wheeler says

Absolutely loved this book from start to finish. Karren Brady is full of inspiration, focus, drive and determination but in this book she also shows her softer, more maternal side and I think it works very well. I finished the book not only feeling a new found respect for the author, but also for myself. I felt empowered and energised to go and make a difference in the world!

Alistair says

An absolute inspiration. What an incredible woman. She has achieved so much and should be an idol to young people everywhere.

This is actually the first autobiography I have read, I found some of it tailored towards women however as a male professional still found it applicable.

A must read!

Brooke says

- + There was a good balance between business and Karren Brady's personal life
- + I learned a lot about business and especially behind the scenes of football clubs
- + I loved how honest this book was and how much Karren advocates for women in business
- For a book that is short, for some reason it felt very long to me
- There was a lot of repetition when it came to tips or explaining how the business industry works

Ramya says

Decent read

Each person's story is different given Karren's family background, however good to read about a successful lady overcoming the challenges of her times.

Bethan Barritt says

Without discounting her very successful career within a male dominated environment, I wasn't particularly inspired by her advice to women which mainly was her reiteration that she doesn't stop working ever. Yes, women can be hardworking and highly successful within business but hers is at the extreme; at the cost of minimal maternity leave, on her health, and complete lack of social life. This certainly isn't desirable in my eyes as a good work life balance even when you're striving for the top, and it's not particularly motivational to get more women interested in senior or board roles. I definitely think there is more through provoking and rewarding books out there for women.

Jo says

recommend for any working mother, business owner....or just some general inspiration - straight talking approach is refreshing and comforting!

Angelica Raine says

What a brilliantly inspiring book.

This book summarises the life of Karren Brady written in her own words. It focuses mainly on the career side of her life and how she has worked her way to the top.

She has such unnerving sheer determination which caused a spark to be ignited within myself to work even harder towards my dream goals. Some people have criticised her for being ruthless and work-driven; but at the end of the day she has a loving supportive family as well as a strong career and she is brilliant at what she does.

The book focuses on her career choices, tips on success, snippets of her family life and background as well as advice for becoming the best you can be within your job.

I would recommend this book to anyone who has a drive to succeed and wants to be the best they can be.

Angelica x

Catalina Tincuta says

Waste of time... waste of money

I know Karen from watching The Apprentice and I didn't know anything about her until I partially read this book (I just couldn't finish it). Not only that the book is poorly written but the way she's telling her life story made me loose any respect I had for her. There is a vast contradiction between what she said in The Apprentice (I've watched all the seasons) and what she is saying in the book. The language varies from academic to inappropriate making me wondering who wrote the book.

Kat says

A great read but more of an autobiography than a personal development book or 'how to' guide which I'd have preferred. Karren Brady has had some amazing achievements and has really embraced her femininity and family values which is important in breaking through the glass ceiling. Worth a read if you love autobiographies!
