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## Diane Foreman: In the Arena

*Diane Foreman*

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**Diane Foreman : Diane Foreman: In the Arena** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Diane Foreman: In the Arena:

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book yet, but so far reading EVERY word. Great to read something related to New Zealand business. I work in medical administration and have enjoyed the few comments regarding medical management. I would love my son and bosses to read this. 0 of 0 people found the following review helpful. Absolutely fascinating insight into an amazing woman's life in business. By Richard Drake Absolutely fascinating insight into an amazing woman's life in business. Really authentic and down to earth Diane has a great style and some excellent tips for those of us that want to succeed in the business world. I totally recommend it.

An insider's guide to entrepreneurship that no business person should be without. Being an entrepreneur - owning and running your own business - is a great career option for those wanting to take control of their professional lives. It's a particularly great option for women; a credible and viable alternative to struggling up the (still male-dominated) corporate ladder. Hugely successful entrepreneur Diane Foreman also believes women have a unique role in - and duty to - inspire, mentor, sponsor and promote other women. In this candid, engaging and inspiring book she describes her own entrepreneurial journey, from being a complete greenhorn to heading up one of New Zealand's most successful businesses, being a major exporter and an EY Entrepreneur of the Year. It hasn't been easy and she's made plenty of mistakes. The secret, she says, is learning how not to repeat them. Full of tips, insider knowledge and how-tos, this is a book no business person can be without.