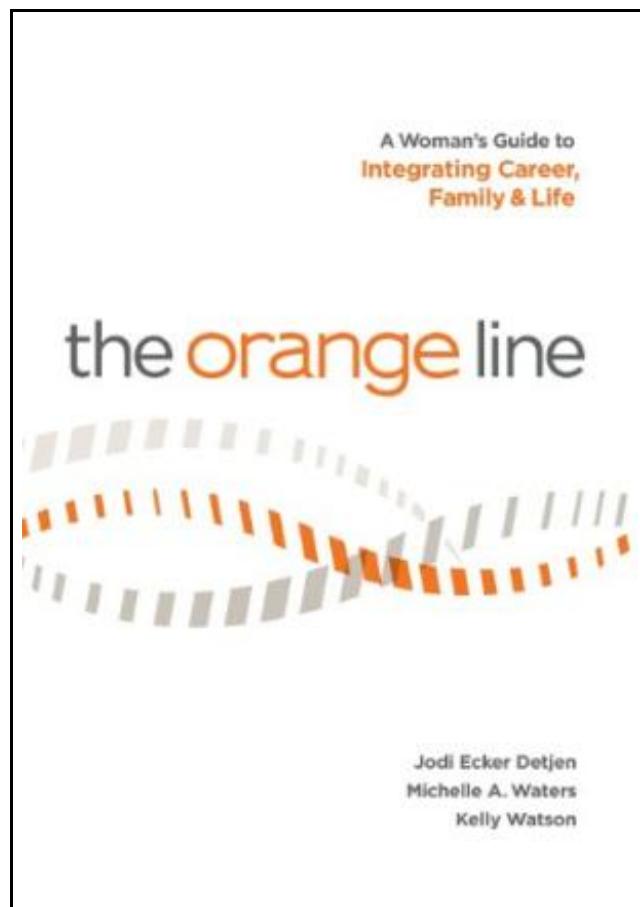


## The Orange Line: A Womans Guide to Integrating Career, Family and Life



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## THE ORANGE LINE: A WOMANS GUIDE TO INTEGRATING CAREER, FAMILY AND LIFE

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Jmk Publishing. Hardcover. Book Condition: New. Colleen Cody (illustrator). Hardcover. 300 pages. Dimensions: 9.1in. x 5.9in. x 1.3in. Why do women find work-life balance so hard? Why is having it all such an elusive quest? Why haven't women yet reached equality in the leadership ranks? Authors Jodi Ecker Detjen, Michelle A. Waters, and Kelly Watson probe these questions and more in their highly anticipated new book: *The Orange Line*™ - A Women's Guide to Integrating Career, Family and Life. Through interviews with 118 college-educated women, they document real-world career stories and daily life anecdotes about women's experiences in the work-life struggle. In their research they uncovered how women trap themselves with outdated but pervasive ideals and rigid behavioral rules that define the ideal woman. The authors named this limiting belief system the Feminine Filter™. Not surprisingly the Filter contains rules such as Do it all, Look good, and Be nice, but nowhere on the list is the rule, Be smart. Accordingly, the authors call on women to turn their belief system around, not only by starting to think and work smarter, but also to reframe their assumptions and shed their guilt. The authors trace the professional path women follow on their pursuit of career success, starting with what they call the Green Line. This is when women, mostly in their twenties and thirties, identify themselves through their work, abandoning their own needs and exhausting themselves in the process. The Green Line career, despite the external rewards it may garner, often leads to a self-perpetuating and unfulfilling life story. After time spent on the exhausting Green Line path, many women begin to seriously consider the prospect of opting out of their career. This might be to spend more time with their children, or because of a job loss, burnout...



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