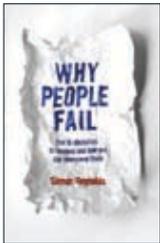


BUSINESS BRIEFS

EVERYTHING YOU NEED TO STAY AT THE TOP OF YOUR GAME THIS MONTH.

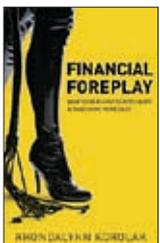
THE SHORT STORY



WHY PEOPLE FAIL

By Siimon Reynolds
(Viking, RRP \$32.95)
Advertising guru and entrepreneur Siimon Reynolds is back with his sixth book, which identifies and

explores the 16 obstacles to success and how you can overcome them with smart solutions. Reynolds draws upon the latest thinking about productivity, motivation, inspiration and emotional intelligence to set you on the right track to turning failure into success or, more important, avoiding failure in the first place.



FINANCIAL FOREPLAY

By Rhondalynn Korolak (Imagineering Unlimited, RRP \$34.95)
Lawyer, chartered accountant and business acceleration expert Rhondalynn

Korolak explains how failing to understand the distinction between profit and cash flow can be potentially fatal for your business. In her latest book Korolak outlines 99 strategies for whipping your business into shape and offers a range of case studies, along with strategic key points you can apply to help you keep your business afloat and, ideally, make a profit.

FAIR GAME

In Australia, women's average full-time weekly earnings are 17.4 per cent less than those of men. According to the Equal Opportunity for Women in the Workplace Agency (EOWA), if current earning patterns continue, the average 25-year-old male will earn \$2.4 million over the next 40 years while the average 25-year-old female will earn just \$1.5 million. It's even tougher in the mining industry, where women are pocketing nearly 60 per cent less than their male counterparts, according to an Australasian Institute of Mining and Metallurgy survey.

In addition, women currently hold just 8.3 per cent of board directorships in ASX 200 companies, a percentage that has changed little over the past five years.

If you're a woman who suspects you're being paid less than your male colleagues, EOWA suggests it could be time to put your foot down and put the clamps on your boss. To balance the pay scales you should develop a clear vision of your personal brand, be prepared to take calculated risks and increase your visibility in the workplace.



GO TO YOUR HAPPY PLACE

Miniature horses and singing flowers are not the first things you'd associate with a bank, but they're the images in Bankwest's latest TV advertising campaign that are designed to make consumers perceive banking as a more friendly experience. And it's not just the banks that are 'playing nice'. From the cartoon Twitter logo to animated Google lettering, other brands are trying to convince their customers that nice guys finish first. So, do they? Co-authors of *The Power of Nice*, Linda Kaplan Thaler



and Robin Koval made it to the top of the advertising industry by following a simple philosophy: it pays to be nice. They argue that good deeds are eventually returned, helping opponents can be a strategy to the top, and being sincere brings more positive results than hiding behind your game face.