



Dress for Success: A Fashionista's Guide to Chic Career Style

Jenny Cao-Wu

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Do you know the power of style & personal branding? This is not a book about fashion that isn't applicable to your every day life. Instead, Jenny Cao-Wu, a former strategy consultant turned stylist and fashion entrepreneur, lays out the must-know guidelines for stylish and appropriate office attire that every successful career woman needs to know. From what not to wear to the office to 12 items every career woman needs to invest in, this book will walk you through all you need to know when it comes to dressing for success. Be inspired to better express your personal brand through your career attire so you can be more confident in how you feel, look, and act.

Jenny is a Harvard graduate and former strategy consultant who developed a sense for chic and appropriate business style through her frequent business trips across the country and interactions with senior executives in Fortune 500 companies. She currently blogs about fashion at www.caobella.com and lives in Honolulu, Hawaii.

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