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PRESS RELEASE

Latina Entrepreneur Helps Narrow Gender Gap in Corporate America

*Elizabeth Suárez' new book, **The Art of Getting Everything**, equips women with the necessary tools to negotiate more effectively for what they want and successfully balance career, family and self-interests.*

DENVER - While the gender gap in pay has narrowed since 1980, women in the United States still earned 83 percent of men's median annual earnings in 2015, according to a recent Pew Research Center analysis of median hourly earnings of both full- and part-time U.S. workers. The gap, however, is not limited to income: A recent *Forbes* magazine article reports the number of women business founders and/or leaders in technology fields still only hovers at about 25 percent of the total.

Why the disparity? Several studies have shown men tend to achieve better economic results in negotiation mostly because women tend to feel uncomfortable negotiating forcefully on their own behalf. Additionally, in many cultures, girls are encouraged – and expected – to be accommodating, concerned with the welfare of others, which in turn clashes with the assertive behavior considered to be essential for negotiation success.

But help is on the way.

In an effort to help bridge the gender gap, change behavior and empower women to negotiate more effectively for what they want, Latina entrepreneur, coach and expert negotiator Elizabeth Suárez sought to share her journey rising through the ranks of Corporate America to help other women identify, endure and achieve success in their personal and professional lives.

"After years of mentoring young professional women, I realized there wasn't anything available to help them make decisions in the short and long term," says Suárez, who holds an MBA from The Wharton School of Business and a BS in chemical engineering from Cornell University. "I

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was amazed that they were going through the same struggles I experienced when I was a young engineer in Corporate America back in the late 80s".

This is exactly what Suárez brings to the table in ***The Art of Getting Everything*** (Morgan James Publishing), which guides readers through real-life examples, highlights specific issues common to professionals, and helps them discover three main components to constructing a path to achieve everything they want. Yes, everything:

- Learning how to develop a life path as a guide for negotiating and advocating for their net worth
- Discovering resources and tools they can put to use immediately to handle conflict and overcome disagreements and
- Finding straightforward strategies for navigating the world of negotiation, so they can get what they want

In ***The Art of Getting Everything***, Suárez brings years of personal experience strategizing at a corporate level and shares her unique hands-on approach to getting what *you* want. She does this by providing a wealth of knowledge in conflict resolution, persuasion and negotiation, tools that have been extremely valuable to professionals around the country.

"As a successful business owner in the import/export international trade industry, I found the material to be so relevant on how to succeed not only professionally, but also personally," says Grisel Padilla, Founder and General Manager of G. Padilla & Co. International Trade Company. "The real-life examples presented in the book provide a true understanding of the topic and makes the reader realize he/she is capable of reaching their own outcome."

The Art of Getting Everything will be released on October 3rd and it's already available for pre-order at Amazon, Bam!, Barnes & Noble, Chapters/Indigo, IndieBound and Powell's Books.

For more information, videos, and photos, visit ElizabethSuarez.com/the-art-of-getting-everything.

About Elizabeth Suárez

Elizabeth Suárez is an expert negotiator who empowers professionals to make the big decisions. She holds an MBA from The Wharton School of Business, University of Pennsylvania, and a BS in chemical engineering from Cornell University. She has spent many years mentoring your professionals and serving on the boards of multiple non-profit organizations. She is very active in social media, where she shares practical advice and strategies for people to consider when making decisions or negotiating for what they want.

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Follow Elizabeth across all social media platforms to see her work in action:

Twitter: <https://twitter.com/elizabethsuarez>

Facebook: <https://www.facebook.com/TheResultsStrategist/>

YouTube: tinyurl.com/ElizabethYouTube

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