



Changing the Rules: Adventures of a Wall Street Maverick

By Muriel Siebert

Free Press. Paperback. Book Condition: New. Paperback. 240 pages. Dimensions: 8.3in. x 5.5in. x 0.6in. When Mickie Siebert arrived in New York in the mid-1950s, she had 500 in her wallet and drove a used Studebaker. Almost fifty years later she is known as the First Woman of Finance, the only woman to head a publicly traded national brokerage firm. Pithy, vastly entertaining, and full of behind-the-scenes anecdotes, *Changing the Rules* reveals how Siebert forged her phenomenal success in the chaotic and cutthroat world of Wall Street. Three four-letter words are behind Siebert's career success: One is work -- she learned everything there was to know about a company before recommending its stock. The second is luck -- as an analyst in training, she had the good fortune to follow a fledgling industry that nobody else wanted. (The dog industry was airlines.) The third word is risk -- she knew how to assess liability and make a decision. Siebert recounts the resistance of the good gray Stock Exchange when she dared to infiltrate the boys club, threatening to have a Port-O-San delivered to the NYSE luncheon club if they didn't add a women's bathroom. She reveals the backstage stories about...



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