



It's Always Personal: Navigating Emotion in the New Workplace

Anne Kreamer

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An innovative study of gender, emotion, and power, *It's Always Personal* is an essential companion for everyone navigating the challenges of the contemporary workplace.

How often have we heard “It’s nothing against you, it’s not personal—*it’s just business*”? But in fact, at work it’s never just business—it’s *always* personal. In this groundbreaking book, journalist and former corporate executive Anne Kreamer shows us how to get rational about our emotions, and provides the necessary new tools to flourish in an emotionally charged workplace. Combining the latest information on the intricacies of the human brain, candid stories from employees, and the surprising results of two national surveys, *It's Always Personal* offers

- a step-by-step guide for identifying your emotional type: Spouter, Acceptor, Believer, or Solver
- Emotion Management Toolkits that outline strategies to cope with specific emotionally challenging situations
- vital facts that will help you understand—and handle—the six main emotional flashpoints: anger, fear, anxiety, empathy, joy, and crying
- an exploration of how men and women deal with emotions differently

“A stimulating read bolstered by snippets of some of the best recent work on emotional intelligence and the science of happiness.”—*The Wall Street Journal*

“So what should be the rules and boundaries for showing how you feel while you work? That’s a question asked and answered in Anne Kreamer’s fascinating book . . . [a] look at an issue that rarely gets discussed.”—*The Washington Post*

“Finally, someone is willing to unpack the morass of anger, anxiety, sadness, and joy that drives the workday. . . . [Kreamer] has hit the ‘It’s about time!’ button.”—*Elle*

“[A] lively, well-researched exploration of emotions on the job.”—Oprah.com

“Explores how to be true to your ‘emotional flashpoints—anger, fear, anxiety, empathy, happiness and crying’—without sabotaging your career.”—*The New York Times Book Review*

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Wilda Alexander:

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