



# The Truth about Sucking Up: How Authentic Self-Promotion Benefits You and Your Organization

*Gina Hernez-Broome, Cindy McLaughlin, Stephanie Trovas*

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## **The Truth about Sucking Up: How Authentic Self-Promotion Benefits You and Your Organization**

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Why aren't suck-ups seen for what they really are? Why do organizations reward the most vocal or most visible even if they aren't the most qualified? These are critically important questions. Beyond bruised egos and a free-floating sense of unfairness lies a larger organizational problem: when the wrong people get noticed and rewarded, organizations suffer. Projects fail, goals are not met, employee morale and motivation disintegrate, and cynicism festers. This book can help you prevent those drastic outcomes by making authentic self-promotion part of your everyday work life.

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