

## MUST LISTEN...

**Women in Business**<http://krishnade.tyepad.com>

Krishna De is a marketing consultant whose bio details her work in some 30 different countries for companies big and small. She was the first female board director of Guinness Ireland. When we came across her podcast, whose target audience seems pretty self-explanatory, and listened to her multinational accent, we were surprised to find her based here in dear aul Dublin. In point of fact her podcast begins life as a radio show on Dublin's Anna Livia FM on Wednesdays at 11am.

The contents might be styled to be aimed at women but that might be selling it short. For every episode quoting image consultants on what not to wear aimed at women there's at least as much need for a followup programme for men these days. Not to mention stress management and health and fitness. The beauty of the podcast is that no one ever need know. We'd like to see more frequent updates, but in fairness...she's busier than most of us.

