

The Smartgirls Way - , Tracey Ann Collins

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The SmartGirls Way is written for women who want to understand and leverage their natural feminine strengths to build successful businesses. Based on four years of research and interviews with women entrepreneurs in diverse industries and at various stages of growth, The SmartGirls Way provides insights and practical guidance for existing and aspiring entrepreneurs. It can help you find and capitalize on your strengths and direct you toward the resources, skills, and business processes you will need to see your Vision-inspired Big Idea come to life. The next economy will be built on the backs of entrepreneurs. Everywhere we turn, women are hearing the call to play a meaningful role in the design and creation of a balanced and healthy future. Packed with real start-up stories and exercises, The SmartGirls Way will set you on the path to building the business of your dreams while contributing to a future where we will all thrive. Your world, your business, your way...The SmartGirls Way. "This is an important book about women, entrepreneurship, leadership, business and sustainability. . . . Just in time, because the world needs some changing."Glen Hiemstra, Founder of Futurist "By honing in on the key attributes that women bring to entrepreneurship, this book outlines a pragmatic approach to success. . . . A must read for all women."Sheila Hollender, Co-Founder, Seventh Generation "A manifesto on women's entrepreneurship. . . ."Dr. Lynn Marie Gangone, dean, The Women's College of the University of Denver "This book provides women with the insights, tools and knowledge to launch businesses that are more inclusive, greener and socially responsible."Ingrid Vanderveldt, Founder, The GLASS Forum for Women & Dell's Entrepreneur in ResidenceAuthor: Brittingham, Jean M Author: Collins, Tracey Ann Publisher: SmartGirls' Way Press Illustration: N Language: ENG Title: The SmartGirls Way Pages: 00000 (Encrypted PDF) On Sale: 2011-10-31 SKU-13/ISBN: 9780983853213 Category: Business & Economics : Entrepreneurship Category: Business & Economics : Motivational Category: Business & Economics : Women in Business

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