

Birthing the Elephant

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BIRTHING the ELEPHANT

The woman's *go-for-it!* guide
to overcoming the big challenges
of launching a business



FOREWORD by
BOBBI BROWN
Bobbi Brown Cosmetics

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Customized for the female entrepreneur's unique psychological experience of launching a business, BIRTHING THE ELEPHANT goes beyond logistics to prepare women for the emotional challenges they will face, with expert advice on reshaping one's business identity, giving up the paycheck mentality, anticipating problems, and avoiding costly mistakes. This supportive handbook gives the small-business owner the staying power to survive and succeed in the business of her dreams. A female entrepreneur's guide to navigating the psychological aspects of launching and building a business during the critical first 18 months. Women-owned businesses are increasing at twice the rate of other startups, with 500,000 launches each year. With a foreword by cosmetics guru Bobbi Brown. Reviews Read all about it on: <http://news.shelf-awareness.com/nview.jsp?appid=411&j=535397#2499225-Shelf Awareness> "...emerging entrepreneurs will find advice that's worth the price of the book alone." -Booklist "This positive and practical guide for the first-time entrepreneur details the life cycle of a small-business launch with real-life stories and a slew of helpful hints and strategies." -Publishers Weekly PW and AARP's Roundup of Spring Books for Baby Boomers 4/15/08 It's main segment on the page this week "Cash Flow: Subbing Brains for Cash" featuring a contributor to the book and Karin plus, if you click on "small business: view all videos," you can see Karin's sole interview from the week before: "Cash Flow: 4 Spending Mistakes" -SmartMoney TV "With the number of women-owned businesses growing in the U.S. at the rate of one every 60 seconds-roughly 600,000 launches a year, according to the authors-the audience for this positive, cheerful, practical book should be substantial." -Publishers Weekly

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