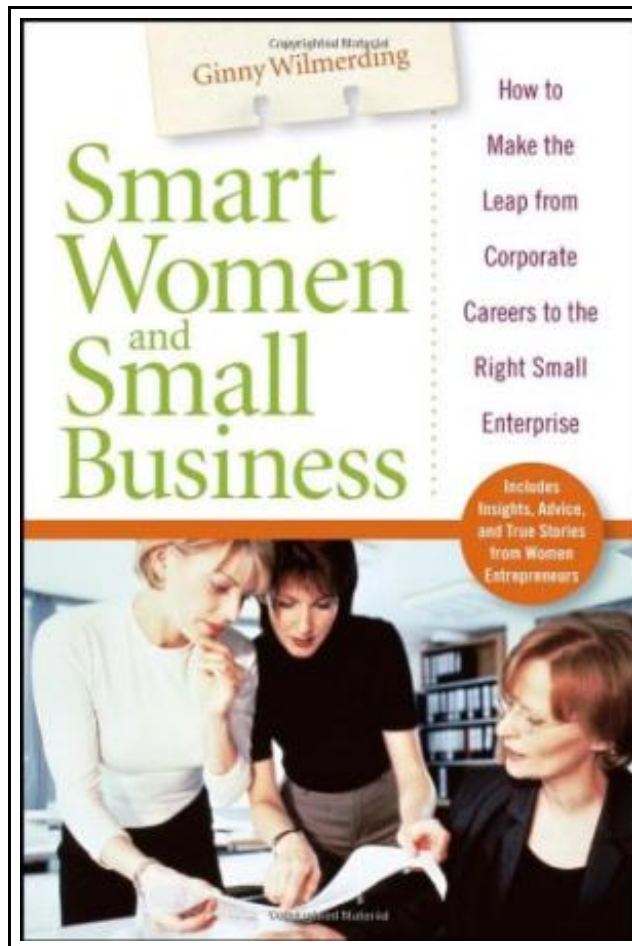


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(Ernest Berghaum)

SMART WOMEN AND SMALL BUSINESS: HOW TO MAKE THE LEAP FROM CORPORATE CAREERS TO THE RIGHT SMALL ENTERPRISE



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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Smart Women and Small Business: How to Make the Leap from Corporate Careers to the Right Small Enterprise, Ginny Wilmerding, Are you one of the many women out there who needs a brand-new model for your business career? Are you looking for entrepreneurial alternatives to the world of big business, but aren't sure where to start? A transition into small business is a natural progression for countless women who have invested the first phase of their careers in large companies. Many mid-career women dream of starting their own businesses, but until now there hasn't been a book that gives them the sense of multiple choice that helps them find the right entrepreneurial fit—options that go beyond starting a venture to include buying an independent business or a franchise, joining or consulting for small businesses, or working with partners. There's a confusing array of how-to books out there with general advice about starting a business, conducting a job search, or balancing work and family. But what entrepreneurial women really need are the strategic tools for choosing and growing a business that will not only make them money, but make them happy as well. Women need direct, gender-specific advice about succeeding financially in their businesses; they also crave the feeling that their work matters, and they want flexibility and control over their professional lives in order to achieve a healthy work-life balance. This book offers them the womenfriendly business advice they need and numerous true-life role models to identify with and emulate. Author Ginny Wilmerding opens women's eyes to the advantages of buying, joining, or consulting for existing small businesses, fully explaining the alternatives to starting from scratch. If you lack an original business idea, this book will give you the...

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