



How to Run Your Business Like a Girl: Successful Strategies from Entrepreneurial Women Who Made It Happen

Elizabeth Cogswell Baskin

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Why are women more successful running their own businesses? Because they run them like girls. In this book, successful business owner Elizabeth Cogswell Baskin gives readers the true nitty-gritty details of what it really means to start and run a business like a girl, including a narrative yet instructional look at how to build a business, action items that reinforce the ideas and strategies in the book, and start up short cuts that will help readers develop and execute their own business plans. How to Run Your Business Like a Girl takes readers through the back rooms tour of three successful women-owned companies, providing first hand accounts of how these entrepreneurs deal with the various stages of the business cycle. Most importantly, How to Run Your Business Like a Girl shows readers to have a great business and a life - at the same time.



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