

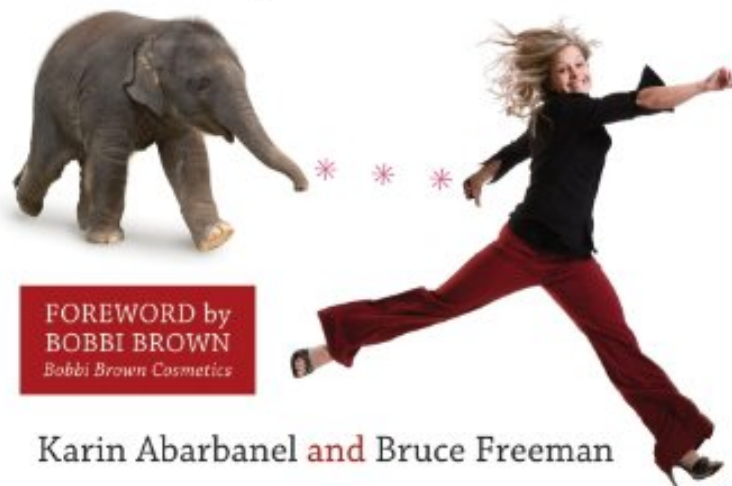
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Birthing the Elephant: The Woman's Go-For-It! Guide to Overcoming the Big Challenges of Launching a Business

Karin Abarbanel, Bruce Freeman
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to overcoming the big challenges
of launching a business



Karin Abarbanel **and** Bruce Freeman

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Karin Abarbanel, Bruce Freeman : Birthing the Elephant: The Woman's Go-For-It! Guide to Overcoming the Big Challenges of Launching a Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Birthing the Elephant: The Woman's Go-For-It! Guide to Overcoming the Big Challenges of Launching a Business:

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book and found it quite helpful to me. I was, however, disappointed to see that a business discussed in the book, which related to the type of business I have been building over the last several years, could no longer be located on the internet. I am not sure whether it went out of business or merged. It made me wonder whether the models used in the book of successful businesses were in reality really strong and vital examples. 0 of 0 people found the following review helpful. Great Advice and Tips By Stephanie R Slochevsky I just finished reading this book. I am about to buy an existing small business and even though this book was geared toward start ups....there is invaluable advice for women getting into business. This book really spoke to what women go through during the start up process. I have read other books about entrepreneurial spirit but this really captures the phases of the start up life for women. I love the chapter end tips as takeaways and all the resource references in the back. Great read and reference! 0 of 0 people found the following review helpful. Great read! By Elizabeth Borges Very informative and lots of great tips for someone wanting to start their own business. Very motivating. I loved all the real life examples that were given!

"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 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.

From Publishers Weekly Starting your own business is tough, but learning to think like an entrepreneur is half the battle, say small-business consultants Abarbanel and Freeman. Part portable success coach, part step-by-step guide through the life cycle of a small-business launch, the book presents real-life stories; from the famous, such as makeup entrepreneur Bobbi Brown and stylish maternity-wear pioneer Liz Lange, to startups in the worlds of baking, filmmaking and high tech software. A great deal of space is given to tools for developing the emotional mind frame to succeed outside the comfort of the traditional workplace, and the authors devote particular attention to commitment, courage, persistence and other traits. Later chapters delve into the nitty-gritty of asset assessment, money management, support systems, success strategies and common pitfalls. This information is backed up with handy chapter-closing quick tips, checklists, action steps, real-life examples and a helpful resource guide. 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. (Mar.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist The ability to understand and manage emotions is, most probably, the best way to describe Abarbanel and Freeman's book. They identify four stages of birthing a business: starting your start-up; running your own show; achieving breakthrough; and finding your business rhythm. Yet what they concentrate on is each stage's feelings and coping strategies. The authors are bluntly honest: expect self-doubt, performance anxiety, and a lack of a life outside of eating-working-sleeping. At the same time, emerging entrepreneurs will find advice that's worth the price of the book alone, from relying on mentors to nurturing your private life. Identifying and avoiding pitfalls, such as romanticizing being your own boss and not trusting your gut, enable women to sidestep potential issues. --Barbara Jacobs "Part portable success coach, part action guide, this book maps the launch cycle, taking entrepreneurs step-by-step through the first 22 months of a start-up--showing them smart moves to make and pitfalls to avoid." --Inc.com, 6/14/10 "...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