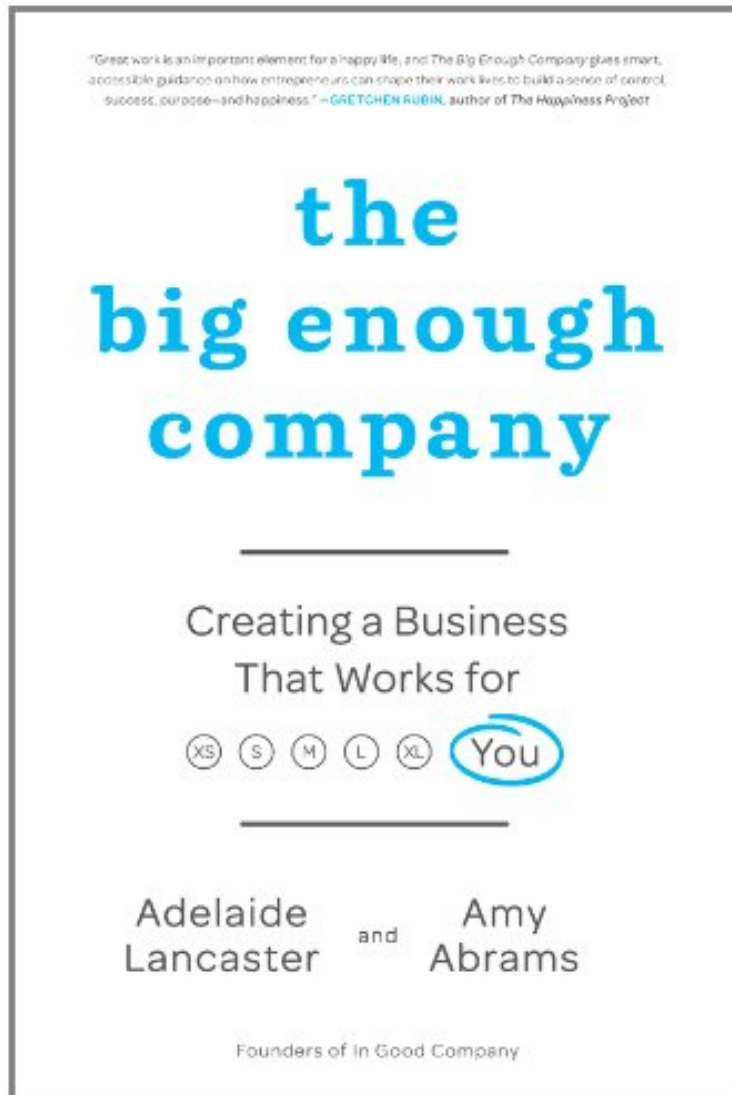


(Online library) The Big Enough Company: How Women Can Build Great Businesses and Happier Lives

The Big Enough Company: How Women Can Build Great Businesses and Happier Lives

Adelaide Lancaster, Amy Abrams
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Adelaide Lancaster, Amy Abrams : The Big Enough Company: How Women Can Build Great Businesses and Happier Lives before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Big Enough Company: How Women Can Build Great Businesses and Happier Lives:

1 of 1 people found the following review helpful. KNOWLEDGE COMES FROM EXPERIENCE... THIS IS ***THE BOOK***By Adriana VelascoAs a graphic and fashion designer I tried entrepreneurship a few years back, and it didn't work out as I expected, so I came back on 2011 to a full time job. if you want something you have to keep trying

but learning from your mistakes is key element. This book is giving me answers (real honest, direct.... 'in your face' answers) about what went wrong with my project, and the important thing is next time my approach will be entirely different. THANK YOU ADELAIDE AND AMY!!!0 of 0 people found the following review helpful. Great motivator...By Jessica JonesA quick and easy read. Very motivating and inspirational. Recommended it to at least three female friends/fellow entrepreneurs. And the twitter feed for the women who wrote the book is a good one to follow once you've read the book.0 of 0 people found the following review helpful. interesting perspectiveBy fancythis book is worth a read because instead of breaking your back trying to make millions it allows you to think about making enough money to live nicely

All entrepreneurs start their companies because they think it will give them freedom-freedom to work on their own terms, be their own bosses, and create a company that meets their needs. But so often the opposite happens, and they end up encumbered by businesses that bear little to no resemblance to those they had envisioned. They wind up working for their companies, but their companies don't work for them.Despite the freedom that striking out on your own promises, most of the accepted wisdom on how to build a small business advocates a one- size-fits-all approach. So-called experts-and sometimes just well-meaning friends-urge business owners to grow fast, be more profitable, and imitate other successful start-ups. And while these tips may work for some, they fail to consider the astounding variety of values and motivations that individuals have for starting a business. Too often, owners sacrifice their personal satisfaction in order to conform to unnecessary (and often unworkable) standards.Adelaide Lancaster and Amy Abrams have seen this problem for years when working with women entrepreneurs like themselves. They set out to explore how successful female business owners have grown their enterprises in a way that sustains their own personal goals and needs, not someone else's standards.Drawing on the true stories of nearly 100 entrepreneurs, as well as their own experiences, Abrams and Lancaster guide readers through the best principles that really matter when you work for yourself. For instance: Figure out what's in it for you: Clarify why you started your business and what you want to get out of it over the long haul. Find a role that suits your strengths: Identify where you add the most value and can have the most impact. Embrace experimentation: Trying new things gives you the opportunity to see what works and what doesn't and opens up unseen possibilities.This book empowers entrepreneurs to ignore popular "wisdom" and peer pressure to take charge of their businesses in a way that will help them succeed on their own terms.

"Today more and more women are choosing entrepreneurship as a path to express their creativity and make money, but also as a way to manage their unique work+life "fit." "The Big Enough Company" lays out a clear roadmap for success as you define it, personally and professionally. Whether starting of your business, or taking it to the next level, this book will give you answers. I've been running my consulting business for more than 12 years, and it helped me!"---Cali Williams Yost, CEO of the Flex+Strategy Group/Work+Life Fit Inc. and auth "The Big Enough Company is loaded with invaluable tips, sound advice, hard-earned lessons, inspiring stories, and cautionary tales for women seeking to build a business they will love-and for men who want to know what's missing from traditional approaches to entrepreneurship. In the land of business books, it's a breath of fresh air."