



## Smart Women and Small Business: How to Make the Leap from Corporate Careers to the Right Small Enterprise

By Ginny Wilmerding

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...



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