



The Boss of You: Everything a Woman Needs to Know to Start, Run and Maintain Her Own Business

Emira Mears, Lauren Bacon

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Female entrepreneurs are a growing force to be reckoned with. Each year, more and more women take the initiative and start their own business ventures - at twice the rate of men. Women continue to reshape the business world with innovative models, both large and small. So why is there a lack of clear-cut, expert advice aimed at this dynamic female audience?

In *The Boss of You*, Emira Mears and Lauren Bacon, founders of Raised Eyebrow Web Studios Inc. and co-editors of the well-known webzine *Soapboxgirls*, set out to answer this question. As intelligent entrepreneurs and straightforward writers, Emira and Lauren offer insight into beginning - and sustaining - small businesses from the female perspective. Peppared with stories from women who have been there, from cautionary tales to success stories, *The Boss of You* provides readers with real advice and career options that will allow them to live their values and achieve their own version of work-life balance.

Whether you are an established professional or an entrepreneurial newbie, *The Boss of You* is the definitive guidebook for starting, maintaining, and enjoying your own business.

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