



Enterprising Women: Lessons from 100 of the Greatest Entrepreneurs of Our Day

A. David Silver

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This volume describes the entrepreneurial process as practiced by women. A guide for anyone considering starting a business, this book profiles 100 of the top female entrepreneurs, including Donna Karan, Faith Popcorn and Anita Roddick. The book shows readers in how they can use non-traditional techniques to raise capital, and how to overcome the obstacles presented in all new business start-ups. The author explores a six-step process that centres on the goals of entrepreneurship: to create value by identifying a problem, creating an innovative solution, and setting-up both the right teach and system to deliver the solution. But the real story is that the women profiled have created companies whose average value is \$250,000,000 - when their start-up capital was often less than \$2000.00 - an inspiration to entrepreneurs of either sex.

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