The numbers are staggering. Between 1997 and 2004, privately held, women-owned businesses grew at three times the rate of all American privately held firms; women’s companies are creating jobs at twice the rate of all firms; women’s companies are growing profits faster than all firms. Five-time CEO and contributor to Real Business and Fast Company Margaret Heffernan asks, Why are these women so successful? In How She Does It, Heffernan finds a striking congruence between the things that women excel at and the demands of the new economy. After interviewing hundreds of women running businesses of all sizes and in all markets, she discovers a few attributes that hold true across the board. Women have a tremendous need to achieve. Women don’t feel they have a safety net or can turn back. They are smart about markets and timing. They practice diversity. They place values at the heart of their business and take culture very seriously. And women work from a different concept of power than men. The result is a unique style of leadership that challenges conventional wisdom: Soft skills are getting hard results. This is an inspiring workplace manifesto that reveals a new standard of excellence, a new way for any company to get from good to great that is fast becoming the new norm.

Features:
* Notes:
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My Personal Review:
Ah, the ups and downs of the entrepreneurial life...for a woman. Finally, we get companions, colleagues, a community and a coach. Clearly, the author has been there and done that and has lived to tell not only her own lessons but the lessons of some other fine women who she clearly has wisely selected.

Not only does Margaret weave in her own deep wisdom and experience but she incorporates her very own fine art of storytelling to deliver not only the messages but the deeper meaning behind those messages of the women she writes about. Her choices of stories cover a wide spectrum and I cannot imagine a women entrepreneur not identifying with more than one of them.

This book is bound to touch and teach any reader in the midst of their entrepreneurial career, at a crossroads in that career or just beginning to think about the possibility.

As a thirty-plus entrepreneur myself, the book provided immediate support, encouragement, as well as head nods and smiles. Margaret is a straight talker. She describes the uniqueness of our contributions to the leadership of our companies and shows us where we still need to do some growing. Her last chapter is inspirational and a strong charge to leaders of all organizations to consider the contribution that women already make and can continue to make to the changing landscape of organizational life.

Be aware that this is absolutely not only a book about women. Any male entrepreneur or business leader can lean a great deal from this perspective and straightforward advice and ideas.

For More 5 Star Customer Reviews and Lowest Price:
How She Does It: How Women Entrepreneurs Are Changing the Rules of Business Success by Margaret Heffernan - 5 Star Customer Reviews and Lowest Price!