



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. Peppered 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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