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| Soggetti                | Small business<br>Personnel management<br>Entrepreneurship<br>New business enterprises<br>Career development<br>Strategic planning<br>Leadership<br>Office management<br>Small Business<br>Human Resource Management<br>Careers in Business and Management<br>Business Strategy and Leadership<br>Office Management  |
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| Note generali           | Description based upon print version of record.  |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | Cover; Half-Title; Title; Copyright; Table of Contents; Preface: Our Personal Journeys to Entrepreneurship and the Book; Acknowledgments; Introduction: A New Boss in Town; Chapter 1 The Growing Impact of African American Women-Owned Businesses; Chapter 2 You Want to Do What ? Turning Your Idea into Your Business; Chapter 3 I Think I Love You: Branding Your Passion and Understanding Your Unique Value Proposition; Chapter 4 Who Do I Run to? Finding a |

Mentor and Building Mentor Relationships; Chapter 5 Adding Value: Building Mutually Beneficial Strategic Partnerships  
Chapter 6 Your Network Is Your Net Worth: Building Your Relationship CurrencyChapter 7 Where Is the Money? Solutions to Fund Your Business and Business Development; Chapter 8 Making You a Priority: Leveraging Internal Strengths; Chapter 9 Keeping It Moving: Developing a Resilient Mind-Set; Chapter 10 Faster, Smarter, Harder: Taking Your Business to the Next Level; Chapter 11 Coding for the Future: New Frontiers for African American Women in Technology; Chapter 12 Why Should Guys Have All the Fun? Entrepreneurial Opportunities in Nontraditional Industries  
Chapter 13 Intrapreneurship: Adding Entrepreneurial Value and Innovation within a CorporationChapter 14 Make Being a Woman-Owned Business Work for You: Resources on Programs, Agencies, and Organizations That Support Women-Owned Businesses; Conclusion; References; About the Authors; Index

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### Sommario/riassunto

This book looks at several successful African American women and chronicles their success, obstacles, challenges, and lessons learned. The authors have first person access to each of these women and break down their stories to help other aspiring entrepreneurs achieve their dreams of starting or owning their own business.

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