

1. Record Nr.	UNINA9910254942003321
Autore	Porter Kathey
Titolo	50 Billion Dollar Boss : African American Women Sharing Stories of Success in Entrepreneurship and Leadership // by Kathey Porter, Andrea Hoffman
Pubbl/distr/stampa	New York : , : Palgrave Macmillan US : , : Imprint : Palgrave Macmillan, , 2016
ISBN	9781137475022 1137475021
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (181 p.)
Classificazione	BUS012000BUS025000BUS071000BUS097000
Disciplina	658.42108996073
Soggetti	Small business Personnel management Entrepreneurship New business enterprises Career development Strategic planning Leadership Office management Small Business Human Resource Management Careers in Business and Management Business Strategy and Leadership Office Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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 Currency Chapter 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 Corporation Chapter 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

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.
