



## Fairy-Tale Success: A Guide to Entrepreneurial Magic (Paperback)

By Adrienne Arieff, Beverly West

Adams Media Corporation, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. Advice for achieving your business goals! Meet Skyler Boucard, founder and editor-in-chief of NYU's first culinary website, NYU Spoon; Kit Hickey, cofounder of the menswear company Ministry of Supply; and Daisy Jenks, founder of the video and film production company Jenks Co. These amazing women and countless others have turned their passions into a thriving venture--and now, you can, too! Written by business experts Adrienne Arieff and Beverly West, Fairy-Tale Success not only shares the success stories of innovative female entrepreneurs like Skyler, Kit, and Daisy, but also offers real-life strategies for launching your own business. Arieff and West guide you through the entire process, with important entrepreneurial lessons that show you how to turn your ideas into a reality and teach you the skills needed to ensure your business's sustainability. You'll find thought-provoking exercises and quizzes, sample budgets, and examples of successful marketing strategies that will help you design a business plan that works for you. Complete with advice from a talented and inspiring advisory board, Fairy-Tale Success proves that you don't need a fairy godmother to make your dreams come true--all the...



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