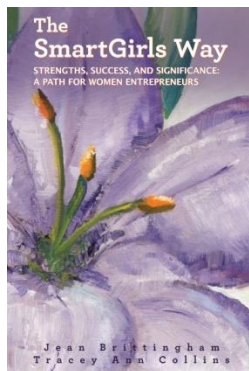




Your World, Your Business, Your Way -- It's About Time



About *The SmartGirls Way*

While there have been many books written about (and indeed whole industries developed around) the differences between men and women, there is little to be found about how to maximize these differences to create more successful and empowered female business leaders. The purpose of this book is to turn that notion on its head—helping entrepreneurs and business leaders understand and leverage the core

intelligence that is women's wisdom.

The SmartGirls Way is more than just a book about how women will help shape the next economy. It is also a tool to help women create and build the businesses they want to own. The book helps readers tap into their natural propensity to be passionate and intuitive communicators and problem solvers to create their own SmartGirls Way profiles. It also provides pragmatic support and guidance in the form of inspiring stories and lessons learned from a community of successful entrepreneurs.

Most important, *The SmartGirls Way* explores the possibility that the differences between men and women can be celebrated—not just in relationships and family, but in business and society as a whole. By harnessing what makes women unique as individuals—and as businesspeople—they can deliver major benefits to society at a time when new insights and approaches are needed more than ever before.

"This is an important book about women, entrepreneurship, leadership, business and sustainability. What makes it unique is the way the authors embrace the special perspective that women can bring to the world of entrepreneurship – differences in style, in motive, in vision. Rather than saying women are different and this is how they need to adjust to the world, the authors explain how women can use that difference to be successful, and to change the world. Just in time, because the world needs some changing."

—Glen Hiemstra, Founder
Futurist.com

"By honing in on the key attributes women bring to entrepreneurship this book outlines a pragmatic approach to success. . . . A must read for all women."

—Sheila Hollender, Co-Founder, [Seventh Generation](#)

"A manifesto on women's entrepreneurship. . . ."

—Dr. Lynn Marie Gangone, Dean, [The Women's College of the University of Denver](#)

"This book provides women with the insights, tools and knowledge to launch businesses that are more inclusive, greener and socially responsible."

—Ingrid Vanderveldt, Founder, [The GLASS Forum for Women & Dell's Entrepreneur in Residence](#)

"*The SmartGirls Way* is full of practical advice. It shows how to create a vision worth following and how to attract the resources and people needed to make that vision work."

—Gifford & Libba Pinchot, Co-Founders, [Bainbridge Graduate Institute for Sustainable Business](#)

"This easy to read book goes beyond the staid wisdom of conventional business books and really taps into some creative thinking around approaching the topic."

—Nicki Gilmour CEO, [The Glass Hammer](#)