

<<成功企业如是说 The ParentP>>

图书基本信息

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内容概要

Most people think you can't be serious about your business and also be a good parent. Or, if you're a good parent, you have to let things slide at work. The truth is, says Julie Lenzer Kirk, there are more similarities between these two roles than there are differences. Working parents share the same experiences and develop comparable skills—skills that can be drawn upon to provide an advantage in any business. Unfortunately, there's no entrance exam for becoming an entrepreneur, and no way to earn a degree in parenting. Most of us start businesses or become parents without all the skills or tools needed to succeed, but we do it anyway. By sharing compelling stories of dedicated parents who run successful businesses, *The ParentPreneur Edge* offers inspiring proof that common wisdom is wrong. You'll learn how the abilities and lessons learned in one facet of your life can easily be applied to the other. Julie Lenzer Kirk, a successful entrepreneur and mother, offers the word "ParentPreneur" as a way to describe entrepreneurs who are also parents. In *The ParentPreneur Edge*, she provides a proven, winning formula for everyone who's looking to embark on their own business adventure—or take their existing business to the next level—while still making time to balance a family life. Julie has found five key traits that give parents an edge in their careers, whether they are running their own business or working in a larger organization: resourcefulness, perseverance, patience, passion, and vision. An expert who developed a multimillion-dollar business while raising her young children, she includes a wealth of practical advice on launching, growing, and running an entrepreneurial business. The ultimate similarity between parenting and entrepreneurial leadership, this book reveals, is that you are building a legacy. As parents, we want to raise children who are happy, responsible citizens. As entrepreneurs, many of us create companies that we hope will make a contribution to our customers, our employees, and our community. We want to make a positive impact on the world, or at least our corner of it. *The ParentPreneur Edge* will show you how. 作者简介： Julie Lenzer Kirk is an award-winning entrepreneur who is passionate about empowering others into entrepreneurship. She is a business owner, mentor, author, international speaker, community volunteer, and mother of two. Julie founded her first company, a software and services firm called Applied Creative Technologies, Inc. (ACT), when her children were young, and grew her business to multimillions in revenues. After cashing out and selling ACT's software to a business partner, she now teaches entrepreneurship at the University of Maryland, Baltimore County, and runs another business, Path Forward International. Through this new venture, she offers workshops, consulting, and keynotes to give entrepreneurial companies and individuals a "Boot in the Butt" to launch new ideas, grow existing ventures, find their work/life balance, and fine-tune their leadership skills. You can subscribe to Julie's monthly Boot in the Butt newsletter through her Web site at www.JulieLenzerKirk.com.

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