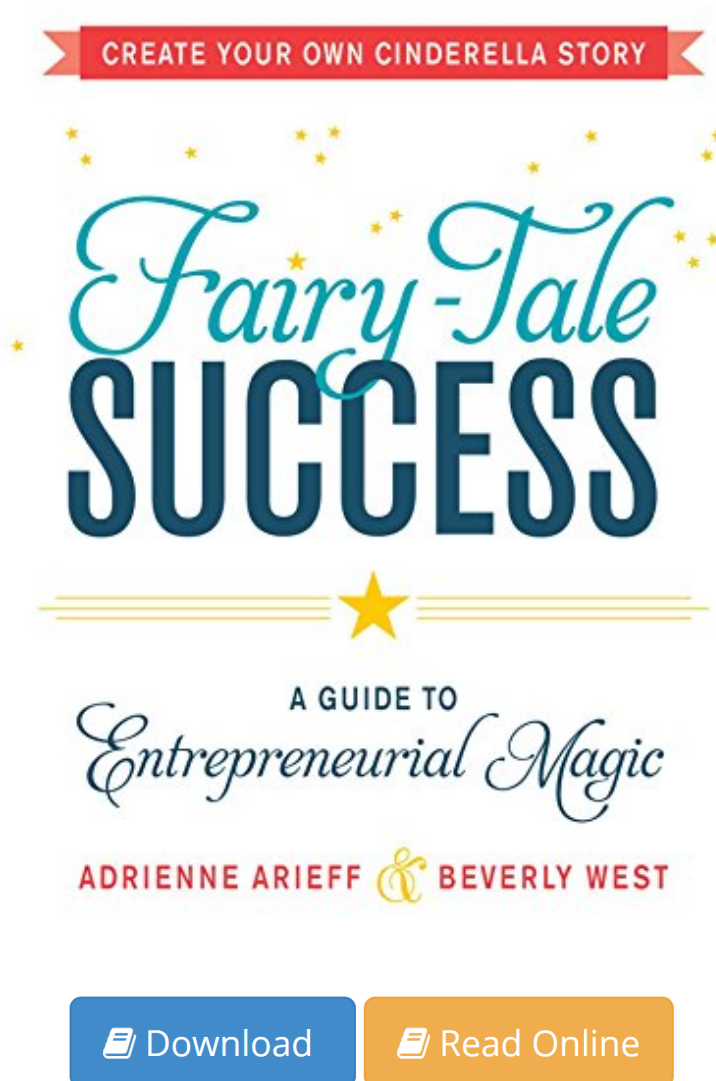


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## Fairy-Tale Success: A Guide to Entrepreneurial Magic

*Adrienne Arieff, Beverly West*

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**Adrienne Arieff, Beverly West : Fairy-Tale Success: A Guide to Entrepreneurial Magic** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fairy-Tale Success: A Guide to Entrepreneurial Magic:

1 of 1 people found the following review helpful. What a great book for anybody working towards transforming their own ideas ...By L.W.Fairy-Tale Success "A Guide to Entrepreneurial Magic", is a magical, engaging, and smart read! Though specific to young girls, and women in general, I found it an inspiration on the entrepreneurial spirit, crossing gender, age and cultures. What a great book for anybody working towards transforming their own ideas into a financially fruitful and sustainable reality! I purchased Fairy-Tale Success as a gift for my teenage daughters and soon found it not only a clear and useful business guide for them, woven within an amusing Cinderella Story that teens will eat up, but a significant resource for my own start up toolkit as well. 0 of 0 people found the following review helpful. Inspiring Thought-Provoking Advice Perfectly Delivered! By JoyfulWhere was this book when I was 20??? Young females of all ages will definitely gain sound inspiring advice from this playful-yet- practical guide for female

entrepreneurs of all ages. As a female entrepreneur myself I found the advice spot-on, the real-life stories inspiring and the tips and approach realistic. This is one of those books that all teens collage aged females (and beyond) should read as it clearly demonstrates the power of pursuing passions as well as the potentials and rewards of entrepreneurship. 0 of 0 people found the following review helpful. Really great for future entrepreneurs!!By MatthewThis book has excellent advice for anyone trying to become an entrepreneur, which is not an easy thing for someone to become and be successful at. This book can help someone who needs just a little push to make the step of trying to live out their dream as being their own boss and making good money. I am using this book as motivation for myself so I can take the next step in my life!

Advice for achieving your business goals!Meet Skyler Bouchard, 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 entrepreneurial magic you need is already inside of you.