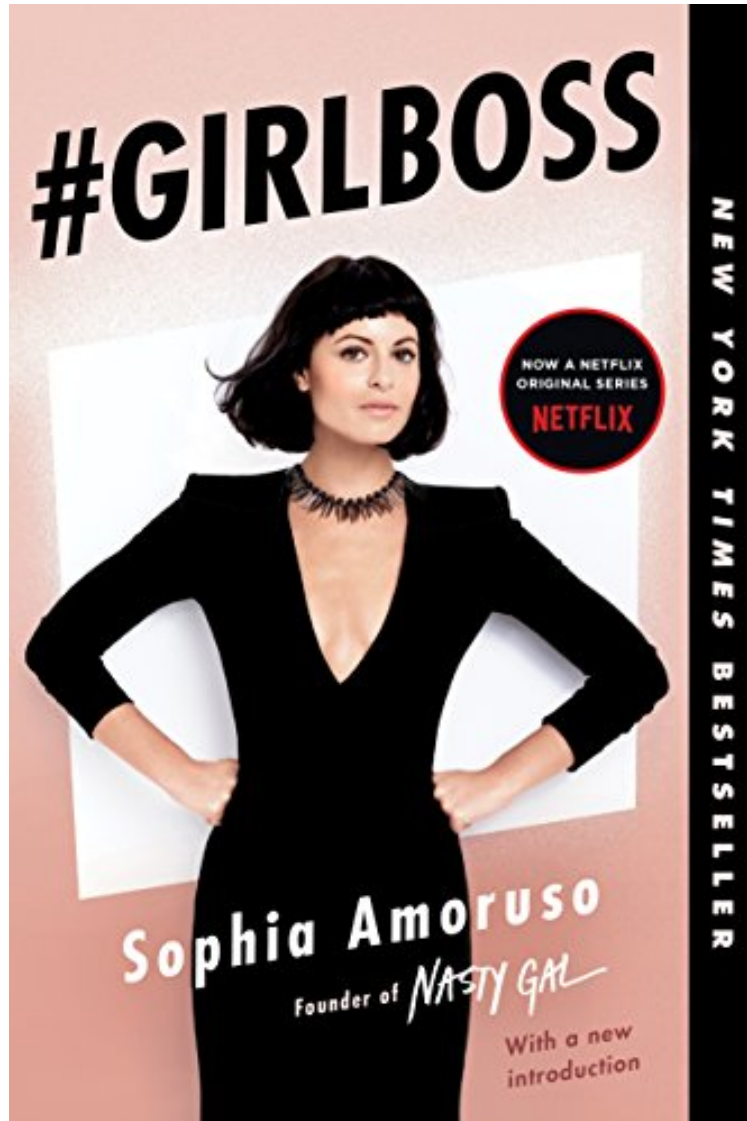


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Sophia Amoruso

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Sophia Amoruso : #GIRLBOSS before purchasing it in order to gauge whether or not it would be worth my time, and all praised #GIRLBOSS:

971 of 1027 people found the following review helpful. SOPHIA IS GOD (or at least she thinks she is)By Annie ZI mean, ugh... I hate writing this in the face of so much fanfare, but felt like I needed to get some frustration off my chest.The good:+ This book is incredibly compelling. I finished the entire thing on one 4-hour flight on 3 hours of sleep. She (or her ghostwriter) is a great storyteller.+ It truly is inspiring to read about a type of success not born of traditional privilege or ambition - I hope this book gets a lot of other young women out there to kick-start their dreams.+ I really appreciate that she didn't focus on gender at all - this wasn't a "girl power!" book so much as it was

an "entrepreneur power!" book written by a girl. The less good: + I had never heard of Nasty Gal before I picked this up. Never mind that I'm a fashion-oriented mid-20s female - I'll assume this is on me. Sophia seems to think her company is God's gift to Earth - I found her completely presumptuous both in her evaluation of her own brand equity, and hyperbolic in her descriptions of Nasty Gal as a "huge, explosive success" (I live and work in Silicon Valley, where nonprofits get \$20M in funding annually easy and companies grow from 1 to 350 employees in two years - let's have a sense of scale here.) + There was a consistent thread of put-downs and humblebrags in here, which happen to be two stylistic choices I absolutely deplore. Sophia claims to have done poorly in school because of the rigid system and been fired from jobs because she didn't care enough to try (essentially excusing herself from blame). She disses investors/VC culture, MySpace (the original foundation for her business), "boring" people with 9-to-5s, eBay, and several poor unnamed employees of hers. I get it - she loves herself. I just pray to God that no young woman reading this ever thinks it's ok to be this self-righteous. + She never once thanks anyone. She had some nice words about some coworkers, but she never acknowledges the support her family gave her even as she was essentially a parenting failure, never thanks her customers for driving awareness of her brand, never admits that some of her colleagues are at least part of the reason behind her company's success. + She plays the victim so much but never acknowledges any real failures (and now, hiring someone you thought was right for the role and then having to fire them isn't a failure - it's a rhetorical device used to assert your authority in this book.) She whines about "catty" retailers and petty competitors and never once steps down from her high horse to admit to the very real failures that affect every new business (like screwing up orders, dissatisfied customers, mis-spending capital, etc.) In sum, I hope I never get stuck in an elevator with Sophia, but I'm glad my flight went by quickly. 0 of 0 people found the following review helpful. Just the motivation I need for my small business. By Ethan I almost read this book in 2 days. The book is so captivating and it was easy to relate to my small business. I recommend this book if you need a boost of confidence in the business path that you're headed. Sophia Amoruso is edgy and so unconventional that you don't want to put the book down. She gives "real" advice on how to let go of the things you're not good at and thrive on the things you rock at! 0 of 0 people found the following review helpful. Love this book and her crazy story. By iamArtsyLove this book and her crazy story. It is inspiring to see with will power and nobody telling you no, you truly achieve something... and with spam. lol Too bad we don't have millions of Myspace friends to spam, but there is Facebook advertising. :)

In thenbsp;New York Timesnbsp;bestseller that thenbsp;Washington Postnbsp;called ldquo;Lean Innnbsp;for misfits,rdquo; Sophia Amoruso shares how she went from dumpster diving to founding one of the fastest-growing retailers in the world. Amoruso spent her teens hitchhiking, committing petty theft, and scrounging in dumpsters for leftover bagels. By age twenty-two she had dropped out of school, and was broke, directionless, and checking IDs in the lobby of an art schoolmdash;a job shersquo;d taken for the health insurance. It was in that lobby that Sophia decided to start selling vintage clothes on eBay. Flash forward to today, and shersquo;s the founder of Nasty Gal and the founder and CEO of Girlboss. Sophia was never a typical CEO, or a typical anything, and shersquo;s writtennbsp;#GIRLBOSSnbsp;for other girls like her: outsiders (and insiders) seeking a unique path to success, even when that path is windy as all hell and lined with naysayers.#GIRLBOSSnbsp;proves that being successful isnrsquo;t about where you went to college or how popular you were in high school. Itsrquo;s about trusting your instincts and following your gut; knowing which rules to follow and which to break; when to button up and when to let your freak flag fly.ldquo;A witty and cleverly told account . . . Itsrquo;s this kind of honest advice, plus the humorous ups and downs of her rise in online retail, that make the book so appealing.rdqquo; mdash;Los Angeles Timesldquo;Amoruso teaches the innovative and entrepreneurial among us to play to our strengths, learn from our mistakes, and know when to break a few of the traditional rules.rdqquo; mdash;Vanity Fairnbsp;ldquo;#GIRLBOSS is more than a book . . . #GIRLBOSS is a movement.rdqquo; mdash;Lena Dunham

"Rather than present a get-rich-quick manual or a list of business tips, Amoruso teaches the innovative and entrepreneurial among us to play to our strengths, learn from our mistakes, and know when to break a few of the traditional rules." mdash;Vanity Fair "A witty and cleverly told account . . . Itsrquo;s this kind of honest advice, plus the humorous ups and downs of her rise in online retail, that make the book so appealing." mdash;Los Angeles Times "#GIRLBOSS is more than a book . . . #GIRLBOSS is a movement." mdash;Lena Dunham About the Authornbsp;Sophia Amoruso is the Founder of Nasty Gal and the Founder and CEO of Girlboss. A creative visionary, modern-day entrepreneur, and fashion doyenne, Sophia has become one of the most prominent figures in retail and a cultural icon for a generation of women seeking ownership of their careers and futures. Netflix's forthcoming TV series Girlboss, based on Sophia's life, is debuting in spring 2017. Excerpt. copy; Reprinted by permission. All rights reserved. Praise for Sophia Amoruso and #GIRLBOSS *Winner of the 2014 Goodreads Choice Award for Best Business Book*ldquo;While we love a feel-good story, wersquo;re even more inspired by Amorusorsquo;s drive and success.nbsp;.nbsp;.nbsp;. The easy-breezy blend of anecdotal tales and entrepreneurial advice makes for a fast, easy readnbsp;.nbsp;.nbsp;. with lots of brash but actionable takeawaysnbsp;.nbsp;.nbsp;. . Bottom line? Thatrsquo;s some serious #GirlPower. Buy the book today, thank us the second yoursquo;re done

is targeting the same readers as Sheryl Sandberg's updated Lean In for Graduates. So buy #GIRLBOSS for your daughter. Bloomberg Businessweek. In her new book #GIRLBOSS. Amoruso gives her charmingly authentic insight into how to succeed in the workplace. Who What Wear. Clearly, there's some magic to the Amoruso method. LA Confidential. The book is full of so many great insights even though she insists it isn't a how-to guide. You should absolutely read the entire book, but I think Amoruso should be commended for her management tips. They are what make her a #GIRLBOSS. Levo Leagu. This sassy memoir inspires while also doling out career advice and entrepreneurial tips. Foam Magazine. #GIRLBOSS is a must have for any young female entrepreneurs. The T.U.R.N. Magazine. The honest, kickass confident, and unabashedly herself Amoruso tells the story of her journey to success through Nasty Gal and the lessons she learned along the way. Tech Cocktail. [Sophia Amoruso] began as a humble eBay store and turned her brand into one of the most coveted eCommerce destinations on the planet. Sophia's brand sticks up its middle finger at the corporate world and Nasty Gal's loyal followers can't get enough of it. begoodclothes.com. Young women could do worse than learn from her no-bullshit style and tireless work ethic. Flavorwire. A breezy blend of memoir and entrepreneurial how-to. Sacramento News PORTFOLIO / PENGUIN #GIRLBOSS Sophia Amoruso is the founder and executive chairman of the coveted fashion brand Nasty Gal. Named by Forbes as "Fashion's New Phenom," best-selling author Sophia has established herself as one of the most prominent figures in retail and a style icon. The term Nasty Gal was originally coined after a 1975 Betty Davis album and the singer's outspoken and unapologetically sexy style. Building on that inspiration, Sophia's Nasty Gal first sparked a cult following in her one-woman vintage venture on eBay where she quickly learned she had a knack and photographer's eye for fashion, styling, and buying. In just nine years (and after being kicked off the site in 2008), the brand has grown into a one-stop shop and online retail haven with a progressive following of fashion risk-takers. In fall 2014, Sophia opened her first brick-and-mortar Nasty Gal retail space on Melrose Avenue in Los Angeles. Only four months later, she opened a second store on the Third Street Promenade in Santa Monica, Los Angeles, almost three times as large as the brand's flagship. As part of the brand's expansion beyond e-commerce, the stores offer highly curated vintage pieces, on-brand labels, as well as Nasty Gal's own line. On the heels of Nasty Gal and #GIRLBOSS successes, Sophia is passionate about evolving her brand and team of creative mavericks in every way possible. As she continues to be deeply involved in every aspect of the business, she loves most to meet the girls who have inspired Nasty Gal to be one of the most coveted brands of our time. She recently founded the #GIRLBOSS Foundation, which awards financial grants to women in the worlds of design, fashion, music, and the arts, to help fund them on their way to becoming a GIRLBOSS. A New York Times bestseller and published in fifteen countries around the world, #GIRLBOSS is Sophia's first book. PORTFOLIO / PENGUIN An imprint of Penguin Random House LLC 375 Hudson Street New York, New York 10014 penguin.com First published in the United States of America by Portfolio / Penguin and G. P. Putnam's Sons, members of Penguin Group (USA) LLC, 2014 This paperback edition with a new introduction published 2015 Copyright copy; 2014, 2015 by Sophia Amoruso Penguin supports copyright. Copyright fuels creativity, encourages diverse voices, promotes free speech, and creates a vibrant culture. Thank you for buying an authorized edition of this book and for complying with copyright laws by not reproducing, scanning, or distributing any part of it in any form without permission. You are supporting writers and allowing Penguin to continue to publish books for every reader. Photographs courtesy of the author ISBN 978-0-698-15490-2 Penguin is committed to publishing works of quality and integrity. In that spirit, we are proud to offer this book to our readers; however, the story, the experiences, and the words are the author's alone. Cover design: Christopher Sergio Cover photograph: Gabrielle Revere INTRODUCTION TO THE INTRODUCTION A lot has changed since I wrote this book two years ago. We made record-breaking revenues. Nasty Gal grew so fast it became the Tower of Babel. We went through layoffs for the first time. I turned thirty. Then I turned thirty-one. We opened two brick-and-mortar (#brickandmurder) stores in Los Angeles. My hair is long! I'm an adult with braces! I have three poodles! Most importantly, I got married. About those layoffs. we started to feel the hard times only after this book was originally put to print. One hundred million in revenue is a lot of money—but companies much larger have gone extinct. The concept of success is really weird. Is success building a beloved brand and business? Or is it how you handle yourself when it gets hard? Is success being in the right place at the right time—with the right voice, skill set, team, and drive to cobble it all together? Or is success figuring out how to tame the behemoth once it sprouts legs and sharp teeth? I think about this all the time as I've watched Nasty Gal grow up. At first, it was a scrappy crumb-eating infant—and then it became a thriving wild child. Now, it's hit the awkwardness of puberty—the occasional bout of acne, a cracking voice, incipient self-consciousness. Wait—are all these people looking at me? They say that when you have a kid, it feels like your heart is outside of your body—you can't imagine sending her off to school with the threat that she might get hit by a car or bullied by some asshole. But you have to, because that's what growing up is all about. That's how I feel about Nasty Gal. My whole future is in this brand—but at the end of the day, I can only give it a kiss on the head and a PBJ while standing at

the front door. It's still not fully baked. Its success depends on the resilience, fortitude, and ingenuity of the team more than any one skill that I possess. The older I get, the less confident I become. There's simply more to lose. I used to snowboard—I'd fly down the slopes at a million miles per hour with nary a bit of concern—but today, I sense my own mortality—and the mortality of everything I've worked for—as soon as the alarm clock goes off each morning, knowing that at this speed my teeth could get knocked out if I biff it. It's really weird to be in your twenties and have a company that's valued at hundreds of millions of dollars by investors, implying to the outside world that because I own a huge chunk of the stock I'm "worth" a lot of money. The funny thing is that it's funny money. Nearly everything I've earned is locked up in this beautiful, inspiring, evolving business I gave birth to nearly ten years ago.