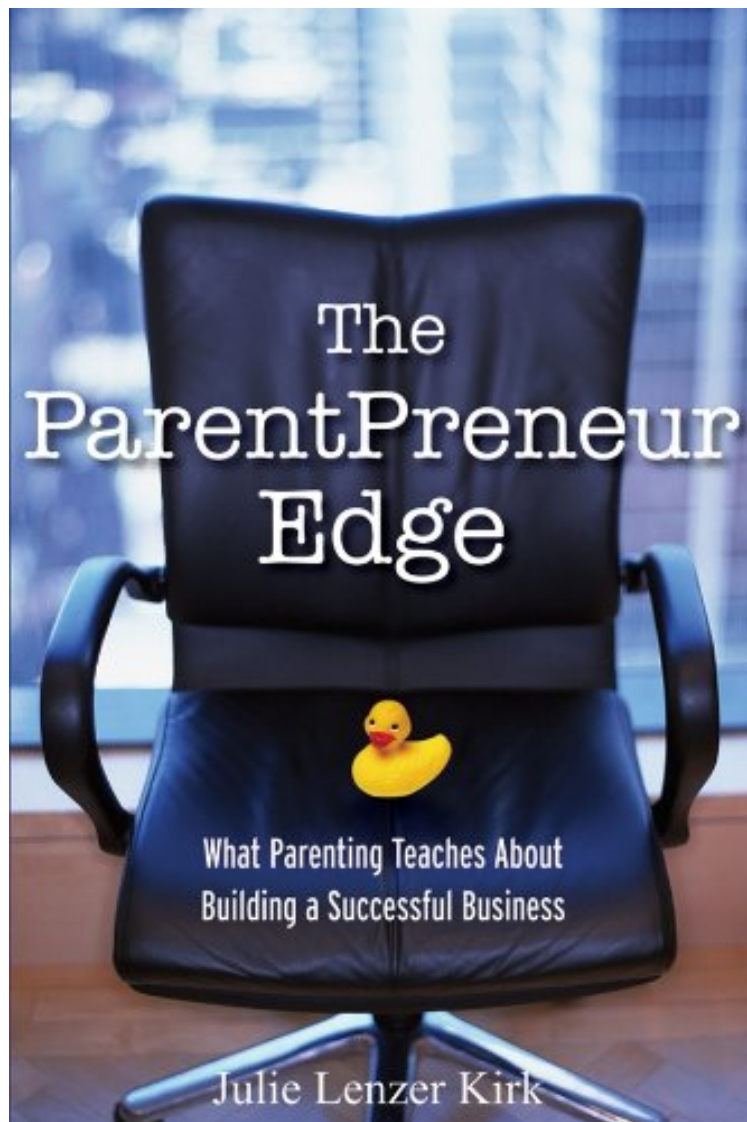


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## The ParentPreneur Edge: What Parenting Teaches About Building a Successful Business

*Julie Lenzer Kirk*

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**Julie Lenzer Kirk : The ParentPreneur Edge: What Parenting Teaches About Building a Successful Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised The ParentPreneur Edge: What Parenting Teaches About Building a Successful Business:

2 of 2 people found the following review helpful. Excellent Book for Any Business-Savy IndividualBy asoparadiseSo I'm an 18-year-old student attending the Smith School of Business at the University of Maryland next year and I

absolutely loved the book! I recently started my own retail company at the age of 16 and this book has provided me with so many helpful hints and has inspired me to further build my business in ways I didn't think possible. What's more, although I am not a parent, I was able to relate my childhood experiences (and current teenage ones) to the many parallels discussed by the author within the book. However, the best part of the book is the way the author has bulleted the book's major points with the close of every chapter. Because I couldn't put the book down and read it entirely way too fast, this was a MAJOR help to me when I wanted to go back to find valuable information. Using the bulleted summarizations, I was able to relocate excellent advice that I wanted to apply to my business. This truly is an amazing book and I recommend it to anyone who has created or intends to create his or her own business! 0 of 0 people found the following review helpful. Magnificent and informative! that sums it up By Dianne C. Ms. Lenzer Kirk did a great job of relaying her wealth of business and parenting knowledge in a fun and informative way! Finally, I have found a book that really tells it like it is. It is a "How to make business and family decisions without having a nervous breakdown". I left corporate america and am now starting a small business. The book taught me that my small business can turn into a big/multimillion dollar business! Everything I need to know is written in the book, from startup concerns, employee hiring/firing, finance issues, HR information and how to attract and retain customers. Each chapter ending has a great summary. There are also many other resources for helpful websites, books, and business groups that can assist anyone. This book is for business minded people. I enjoyed reading the parenting information/advice just as much as the business expertise. After reading the book you feel like you have gained a new best friend, and a smart one at that! I now want to invite her over for a cup of coffee. 1 of 2 people found the following review helpful. great book! sheri doyle, author: One of the Best Things By booklover i am an entrepreneur who over the course of ten years has owned and sold many businesses. I know there is always something new to learn about being an entrepreneur and this book is a great example of that! i read this book with joy and enthusiasm, feeling more like i was talking to a friend than reading a business book. Julie has great ideas, and a wonderful way of expressing them. As I read the book I took so many notes from ideas of Julie's, her examples in the book and from ideas inspired by what i read. This book proved to be invaluable for the fresh approach it inspired not only in me, but the ideas i was able to share with others who are just starting out.

Praise for The ParentPreneur Edge "Who needs an MBA? Julie's book teaches you how to use your parenting experiences to build a business. Brilliant stuff!" --Mary Cantando, author, The Woman's Advantage: 20 Women Entrepreneurs Show You What It Takes to Grow Your Business "Finally! Something that successfully illustrates that parenthood is clearly an asset to gaining the edge in business and success. Julie has written a valuable book that inspires, motivates, and educates." --Gina Robison-Billups, President, Moms In Business Network and The International Association of Working Mothers "Whether you already have your own business or are thinking about starting one, you need to read this book. Full of actionable ideas that, when adopted, will bring benefits to your business before you're even done reading the book!" --Dr. Tom Hill, coauthor, Chicken Soup for the Entrepreneur's Soul "At last--a book that demolishes the polarization of parenting and work! The skills and talents developed through parenting are a mirror image of those developed and needed in entrepreneurship. Julie Lenzer Kirk's . . . firsthand experience blows away abstractions and shows both parents and entrepreneurs how to thrive. This is a necessary and inspiring book for anyone wanting a whole life." --Margaret Heffernan, author, The Naked Truth and How She Does It, Visiting Professor in Entrepreneurship, Simmons College School of Management "Julie Lenzer Kirk integrates parenting and entrepreneurship in a way that incorporates the best of both worlds with a message that screams: You can do it all and enjoy it too!" --Claudia Morrell, Executive Director, Center for Women and Information Technology "This engaging book will inspire readers by showing them how the lessons and skills they've learned as parents can give them an edge in launching a business." --Rieva Lesonsky, Editorial Director, Entrepreneur magazine "Julie makes the case that parenthood and entrepreneurship are the two toughest jobs you will ever love. Successful parenting skills can be put to great use when you journey down the exciting path of entrepreneurship. This book will help readers make that important connection." --Monica Smiley, Publisher and CEO, Enterprising Women magazine