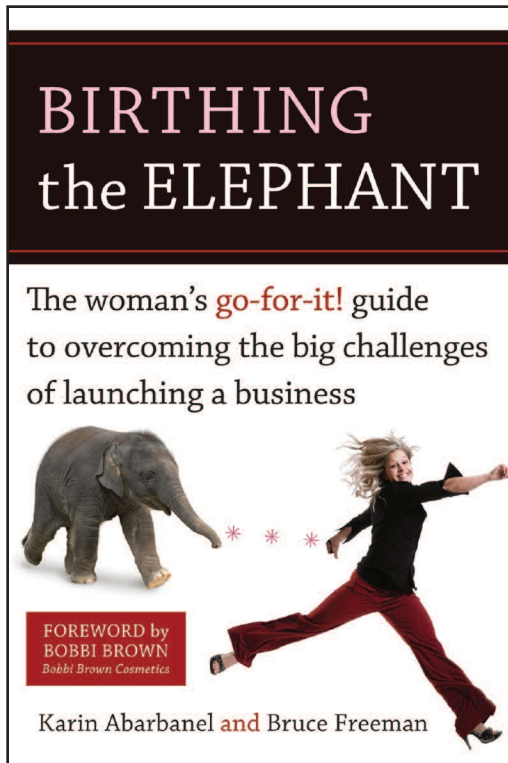


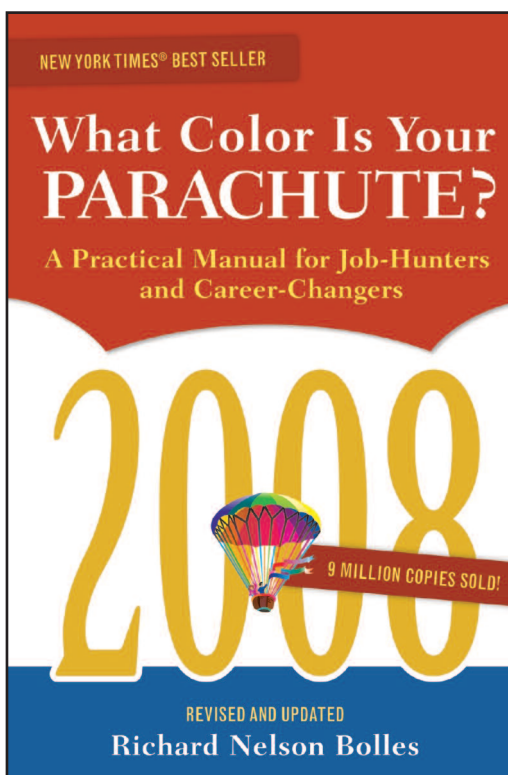
National Small Business Week is April 21-25, 2008

Women are bailing out of traditional jobs at 2-to-3 times the rate of men, launching seven thousand new ventures every day and more than 2.5 million a year. And they're not the only ones hopping on the entrepreneurial bandwagon, a recent AARP survey shows that 15% of baby boomers (over 11 million!) expect to own businesses in retirement. As National Small Business Week celebrates the entrepreneurial achievements of a growing segment of the population on April 21-25, 2008, two books are worth noting as invaluable sources of support.



Birthing the Elephant: The Woman's Go-For-It! Guide to Overcoming the Big Challenges of Launching a Business is the *What to Expect When You're Expecting* of business books. Other small-business guides focus on the 3Ms: Money, Marketing, and Management. But there's a fourth M: Motivation—that's been largely ignored until now. This insightful guide shares the stories of such pioneering women entrepreneurs as Bobbi Brown (the cosmetics company founder) and Liz Lange (the breakout maternity clothing designer) as it prepares a new generation of women with the mental, emotional, and motivational support to grow a business that thrives. Featuring expert advice on how to substitute brains for bucks alongside tips to turn breakdowns into breakthroughs (including how to avoid the ten biggest pitfalls women entrepreneurs face), *Birthing the Elephant* offers a precise road map to the first 18 to 22 months of a new venture—when every decision counts and every mistake is magnified.

Birthing the Elephant: The Woman's Go-For-It! Guide to Overcoming the Big Challenges of Launching a Business
By Karin Abarbanel and Bruce Freeman
\$15.95 paper, 256 pages, 6 x 9 inches
ISBN: 978-1-58008-887-9, Pub. Date: March 15, 2008



Most people know *What Color Is Your Parachute?* as the bestselling career book in the world, but only a dedicated few know it's also an excellent resource for starting your own business. Why? Because starting a business is a lot like job-hunting. "The key to successfully starting your own business turns out to be this one crucial rule: *Find out what's involved before you hurl yourself into this new world,*" says Bolles. How do aspiring entrepreneurs do that? The same way job seekers do. They talk to people who started the same kind of business before them. In other words, they use an effective job-hunting tool: the informational interview, a technique Bolles invented that is now as integral to the job search as the résumé. Chapter 10 of his classic career guide focuses on "How to Start Your Own Business" and even provides an equation to ensure success. *Parachute* has sold 9 million copies, has been a *New York Times* bestseller for seven years, and was chosen by the Library of Congress as one of 25 books that have shaped readers' lives. Entrepreneurs should not take the leap without it.

What Color Is Your Parachute? 2008
By Richard Nelson Bolles
\$18.95 paper, 408 pages, two color, 6 x 9 inches
ISBN: 978-1-58008-867-1, Pub. Date: now available

An estimated 25.5 million small businesses in America employ more than half the country's private work force, create three of every four new jobs, and generate the majority of American innovations.

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