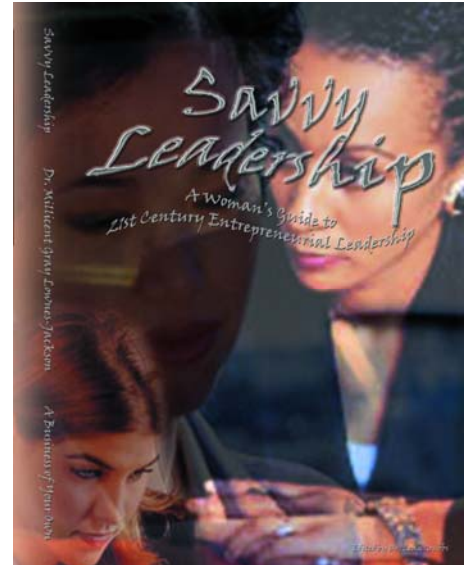


Savvy Leadership

A Woman's Guide to 21st Century Entrepreneurial Leadership

Are you an entrepreneurial leader who has had the vision and guts to start a business to satisfy an identified need in the marketplace, or are you an entrepreneurial leader who has a passion to address societal issues and has established a social entrepreneurial firm? Or, are you the “glue” and guiding force of any type of entrepreneurial organization who leads with guts, determination, vision, and creativity and may hold the title of CEO, COO, or Chief Cook and Bottle Washer? Regardless of the leadership title you may hold, or even may aspire to hold, this publication is for you.



SAVVY LEADERSHIP will equip you with the business knowledge and information necessary to lead successfully an entrepreneurial venture through the 21st Century. This publication consists of a compilation of articles from the author's business column that highlight crucial business knowledge, success tips, business resources, wisdom, and inspiration for savvy business development and business operations. Information is presented topically, in a “quick read” format. At the end of your reading, you will have identified the specific steps you need to take for developing and implementing your personal entrepreneurial leadership plan of action and will have the knowledge, information, and inspiration to become a savvy entrepreneurial leader of the 21st Century.

About the Author

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Dr. Millicent Gray Lownes-Jackson is a nationally renowned entrepreneurial leadership authority, an entrepreneur, researcher, writer, small business consultant, tenured university professor of business management, and associate dean of an AACSB International accredited college of business.

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