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Shameless Marketing for Brazen Hussies: 307 Awesome Money-Making Strategies for Savvy Entrepreneurs

Marilyn Ross
Communication Creativity (August 2000)
Unknown $19.95 (382pp)
978-0-918880-44-4

“We girls are finally learning to kick butt,” writes entrepreneurship ensign Marilyn Ross. Tired of the disparity between the earnings of men and women, “Sassy lassies are starting new companies at twice the rate of macho men.”

In Ross’ Shameless Marketing for Brazen Hussies: 307 Awesome Money-Making Strategies for Savvy Entrepreneurs estrogen and entrepreneurship are mixed for explosive feminine businesspower. The author shamelessly urges women to use their feminine wiles coupled with businesslike behavior much like men used the Old Boy Network. She writes: “Tune in to the three ‘Fs’: Be friendly, focused and fascinating.” Topics include image building and branding, advertising’s many faces, to get famous be shameless, provocative promotional ideas, gutsy strategies for wonder women, and techniques spunky ladies use to magnify the bottom line.

Canisters of strategies are at attention in this arsenal.

ALEX MOORE (November / December 2000)

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