

The NICE Reboot: A Guide to Becoming a Better Female Entrepreneur

Penina Rybak

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Penina Rybak is not your typical entrepreneur— she's a "child-centric behaviorist." *The NICE Reboot* is not your typical book for entrepreneurs, either—it very directly targets female entrepreneurs. Rybak celebrates females who break through two barriers, becoming entrepreneurs and being tech savvy, in a book that is attentive to both.

Building the foundation of the book around her NICE philosophy (Nice, Informed, Competent, Entrepreneurial), Rybak covers the basics, such as writing a mission statement, creating a business plan, and incorporating a business. But the author veers from the traditional how-to, including some decidedly different content. In the chapter "Getting Clients," for example, Rybak discusses "the power of a theme song" and "the power of humor." She also devotes an entire chapter to "Upgrading Your Tech IQ with an iPad." While this may suggest that being a female entrepreneur necessitates choosing an iPad, she writes about the device in broader terms as a business empowerment tool.

Rybak's personality shines through *The NICE Reboot*. Her prose is informative and entertaining. She deftly balances the worlds of business and technology with kindness and values. Rybak peppers the book with "Penina's Pointers," highlighted text that never fails to enlighten. Whether it is "Ten Mistakes to Avoid When Creating a Digital Footprint" or "Ten Qualities to Look for in a Mentor," readers will find these wisdom-filled segments of value.

In one appendix, Rybak introduces a reading list, reporting that she could find few books on entrepreneurship by women. *The NICE Reboot* fills that gap nicely.

BARRY SILVERSTEIN (Summer 2014)

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