

A Booklist for Bleu Stockings

by Branding Salon

Blogs are beautiful, Twitter is terrific, and Facebook is fabulous. And we certainly have some luscious links we love to explore. But books will always hold a special place in our hearts here at Branding Salon. You can curl up with them, peruse the pages, and most importantly, when you want to explore a topic in depth, from a well-considered point of view, books just can't be beat.

Here is a list of some of our favorite book-bound resources for female entrepreneurs.

The Seed Handbook: The feminine way to create business

by Lynne Franks

SEED stands for Sustainable Enterprise and Empowerment Dynamics. This was the first book we read that talked about drawing from a women's unique creativity to launch a business. It is an inspiring read, and a portal into a vibrant movement happening in the UK.

The Tipping Point: How Little Things Can Make a Big Difference

by Malcolm Gladwell

Want to turn your budding enterprise into The Next Big Thing? Gladwell explores the dynamics that drive big fads and lasting movements.

Blink: the Power of Thinking Without Thinking

by Malcolm Gladwell

Learn about the power of tapping into your intuition.



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Make the Impossible Possible: One Man's Crusade to Inspire Others to Dream Bigger and Achieve the Extraordinary

by Bill Strickland

People respond to big passion and big vision. Get in touch with yours, share it with others, and watch what happens.

Ladies Who Launch: Embracing Entrepreneurship & Creativity as a Lifestyle

by Victoria Colligan, Beth Schoenfeldt, and Amy Swift

This book inspires women to do business their way.

The 4-hour Work Week: Escape the 9-5, Live Anywhere and Join the New Rich

by Timothy Ferriss

While joining the New Rich might sound okay, and exploring the world sure would be fun, for many women, trimming down our work week is not so much an option as it is a necessity, giving us the much needed time to balance all the demands on our over-taxed schedules. Ferriss shows you how.

The Martha Rules

by Martha Stewart

Get into the mind of Martha to glean some rather standard but still insightful and helpful business advice.

Forces for Good: The Six Practices of High-Impact Nonprofits

by Leslie Crutchfield and Heather McLeod Grant

Want to start a non-profit that makes sense.....and dollars, too? Learn from the best, as Crutchfield and McLeod take a thorough look at the benchmark non-profits, and some of the surprising things they have in common.



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