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Lessons of a Lipstick Queen: Finding and Developing the Great Idea That Can Change Your Life

By Poppy King

Atria Books. Paperback. Book Condition: New. Paperback. 368 pages. Dimensions: 8.3in. x 5.5in. x 1.1in. From the perfect lip stick to mergers and acquisitions, Lessons of a Lipstick Queen follows Poppy Kings extraordinary journey through the world of business and teaches you how to be more entrepreneurial in your own life. If an eighteen-year-old girls search for the ideal matte lipstick can turn into a multimillion-dollar company, anything is possible. When Poppy King finished high school, all she had to show for herself were some lackluster grades and a hundred and one ways to get out of phys ed. Within three years, however, she was president of her own hugely successful lipstick brand, Poppy Industries. How did she do it In Lessons of a Lipstick Queen, Poppy reveals how she managed to launch her business, extracting valuable lessons from the experience as she goes along. Through Poppys example, you can learn how to become a real entrepreneur -- from recognizing a good idea and finding financing, to marketing yourself and your brand, to approaching the media and avoiding common pitfalls. Whether you are looking to go into business for the first time, or simply want to build on your current career,...



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