

For Immediate Release

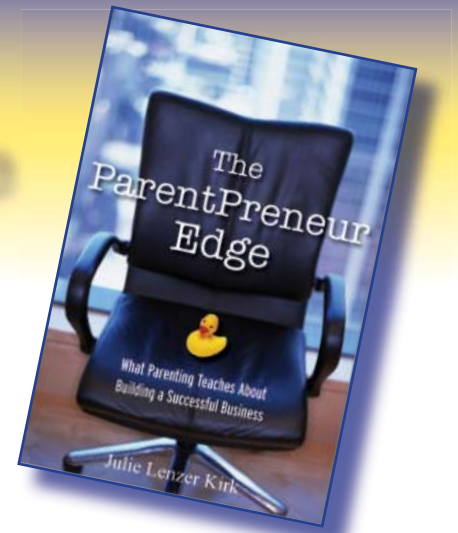
The ParentPreneur Edge

What Parenting Teaches About
Building a Successful Business

By *Julie Lenzer Kirk*

Forward by Carolyn Kepcher,
former Trump advisor on NBC's "The Apprentice"
and Founder of Carolyn & Co.

Released June 22, 2007



It's a winning formula for people looking to embark on their own business adventure or take their existing venture to a new level.

In *The ParentPreneur Edge*, award winning entrepreneur and mother of two, Julie Lenzer Kirk draws upon her extensive experience to offer readers the humor, practical advice, and strategies needed to start, grow, and run a successful business. Using parenting anecdotes, she provides a refreshing twist on the typical business book. Written in a straightforward and accessible style, this book explores the similarities between parenting and running a business, and reveals how readers can successfully draw on parenting insights to provide an edge in entrepreneurial ventures. Filled with in-depth insights and real life stories, which will enable readers to learn from the experience of others, *The ParentPreneur Edge* offers proven guidance for those who have ever dreamed of building a successful, sustainable business.

Advanced Praise for the Book:

"Whether you already have your own business or are thinking about starting one, you need to read this book. Full of actionable ideas that when adopted, will bring benefits to your business before you're even done reading the book!"

Dr. Tom Hill, co-author of "Chicken Soup for the Entrepreneur's Soul"

"This engaging book will inspire readers by showing them how the lessons and skills they've learned as parents can give them an edge in launching a business."

Rieva Lesonsky, Editorial Director, Entrepreneur magazine

"Who needs an MBA? Julie's book teaches you how to use your parenting experiences to build a business. Brilliant stuff!"

Mary Cantando, author of "The Woman's Advantage: 20 Women Entrepreneurs Show You What it Takes to Grow Your Business"

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