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# #GIRLBOSS



## Synopsis

The first thing Sophia Amoruso sold online wasn't fashion - it was a stolen book. She spent her teens hitchhiking, committing petty theft, and dumpster diving. By twenty-two, she had resigned herself to employment, but was still broke, directionless, and working a mediocre day job she'd taken for the health insurance. It was there that Sophia decided to start selling vintage clothes on eBay. Eight years later, she is the founder, CEO, and creative director of Nasty Gal, a \$100 million plus online fashion retailer with more than 350 employees. Sophia's never been a typical CEO, or a typical anything, and she's written #GIRLBOSS for outsiders (and insiders) seeking a unique path to success, even when that path is winding as all hell and lined with naysayers. #GIRLBOSS includes Sophia's story, yet is infinitely bigger than Sophia. It's deeply personal yet universal. Filled with brazen wake-up calls ("You are not a special snowflake"), cunning and frank observations ("Failure is your invention"), and behind-the-scenes stories from Nasty Gal's meteoric rise, #GIRLBOSS covers a lot of ground. It proves that being successful isn't about how popular you were in high school or where you went to college (if you went to college). Rather, success is about trusting your instincts and following your gut, knowing which rules to follow and which to break. A #GIRLBOSS takes her life seriously without taking herself too seriously. She takes chances and takes responsibility on her own terms. She knows when to throw punches and when to roll with them. When to button up and when to let her freak flag fly. As Sophia writes, "I have three pieces of advice I want you to remember: Don't ever grow up. Don't become a bore. Don't let The Man get to you. OK? Cool. Then let's do this."

## Book Information

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## Customer Reviews

I mean, ugh... I hate writing this in the face of so much fanfare, but felt like I needed to get some frustration off my chest. The good: + This book is incredibly compelling. I finished the entire thing on one 4-hour flight on 3 hours of sleep. She (or her ghostwriter) is a great storyteller. + It truly is inspiring to read about a type of success not born of traditional privilege or ambition - I hope this book gets a lot of other young women out there to kick-start their dreams. + I really appreciate that she didn't focus on gender at all - this wasn't a "girl power!" book so much as it was an "entrepreneur power!" book written by a girl. The less good: + I had never heard of Nasty Gal before I picked this up. Never mind that I'm a fashion-oriented mid-20s female - I'll assume this is on me. Sophia seems to think her company is God's gift to Earth - I found her completely presumptuous both in her evaluation of her own brand equity, and hyperbolic in her descriptions of Nasty Gal as a "huge, explosive success" (I live and work in Silicon Valley, where nonprofits get \$20M in funding annually easy and companies grow from 1 to 350 employees in two years - let's have a sense of scale here.) + There was a consistent thread of put-downs and humblebrags in here, which happen to be two stylistic choices I absolutely deplore. Sophia claims to have done poorly in school because of the rigid system and been fired from jobs because she didn't care enough to try (essentially excusing herself from blame). She disses investors/VC culture, MySpace (the original foundation for her business), "boring" people with 9-to-5s, eBay, and several poor unnamed employees of hers. I get it - she loves herself.

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