



Our Wildest Dreams: Women Entrepreneurs Making Money, Having Fun, Doing Good

By Joline Godfrey



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By 1995, almost half of the new business owners in the United States will be women. Their emerging voices are challenging cherished notions about what business is and how it should be run. Across America, women are inventing their own companies where they can, as Joline Godfrey aptly puts it, "make money, have fun, and do good." Herself an entrepreneur, Godfrey talks about the special qualities -- frequently overlooked -- that women bring to a business. This exciting possibility of a new way of doing business -- *everyone's* business -- can and will change the way America works.



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Editorial Review

From Publishers Weekly

Many of the three million businesses owned or headed by women actually owe their financial health to such apparent disadvantages as their lack of ready money and inability to leverage, asserts entrepreneur Godfrey in this persuasive feminist survey of a little-explored topic. The author identifies a winning combination of "head, heart and hands" common to the hundreds of women of varying ages and ethnic, social and educational backgrounds she interviewed, all of whom have fun heading firms. They range from the founder of an intercoastal trucking business to the African American head of a public relations agency catering to celebrities and Fortune 500 clients. The women focus not on the bottom line, but on long-term vision and balance, inspiring and fully utilizing their associates' special resources--not necessarily gender-related, the author stresses. The very nature of business is changing, Godfrey declares, as women take charge of an increasing number of companies: "Integrating profit and meaning is the new imperative." Full of concrete advice, the book deserves a wide audience among women seeking to start their own businesses as well as men who wish to escape the stratified corporate environment.

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From Library Journal

By the year 2000, it is projected that 50 percent of all U.S. businesses will be women-owned. These two timely titles reflect this dramatic trend. *The Woman Entrepreneur* features profiles of a cross-section of women entrepreneurs. Their stories are mesmerizing, offering sound practical advice as well as inspiration. The 34th profile, that of the authors, successful entrepreneurs themselves, is particularly interesting. The book is rounded out with a brief history and statistical analysis of women entrepreneurs, as well as a resource directory for those interested in starting a business. *Our Wildest Dreams* focuses on the process of "growing a business," and how that process differs for women. Godfrey, herself a founder of several companies, challenges the traditional ways of doing business and describes the special qualities women bring to business as the new "right stuff." She delineates the barriers women still encounter, such as limited access to capital, and suggests how to overcome or compensate for them. Going even further, Godfrey proposes a national agenda for women, including expanded access to federal contracts. A chapter of real-life stories of successful businesswomen is a highlight, and the book concludes with a section on resources for prospective women entrepreneurs. While both titles are recommended for all business collections, *The Woman Entrepreneur* is well organized, clearly presented, and polished--a pleasure to read. *Our Wildest Dreams* goes into greater depth about the unique contributions of women to business. However, the excess verbiage, cliches, and tendency to ramble detract from the message.

- Nancy Myers, *Univ. of South Dakota Lib., Vermillion*

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About the Author

Joline Godfrey is the founder and former owner of Odyssey, Inc., an international learning design company serving the *Fortune 500*, which she sold in 1990. Godfrey was honored by McGraw-Hill in 1987 as Intrapreneur of the Year and was selected in 1989 by the Kellogg Foundation as a Kellogg Fellow. Her most recent venture is a nonprofit company called The Knowledge Network. Godfrey lives in Ojai, California.

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