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By Lauren Maillian Bias



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The Path Redefined: Getting to the Top on Your Own Terms By Lauren Maillian Bias

Success is not about climbing over colleagues or climbing the corporate ladder; it's about the ability to rise to your full potential and tackle challenges with enthusiasm. In today's career climate, you have to be innovative and ambitious and capitalize on your individual talents.

The Path Redefined: Getting to the Top on Your Own Terms shows you how to achieve the highest levels of success and satisfaction in business and in life by tapping into the essence of what makes you unique. You can reach the pinnacle of your work and personal lives, faster and more independently than you ever imagined possible—on your own terms.

In *The Path Redefined*, serial entrepreneur Lauren Maillian Bias shares the lessons and tactics that rocketed her to the top of three completely different fields—all before she reached the age of 30. Using her extensive experience as a successful business owner, venture capitalist, and startup advisor, Lauren explains in easy-to-understand terms how to reinvent yourself and plan for success, all while embracing failure but learning from your mistakes.

Including advice and lessons from some of the nation's most successful entrepreneurs and business executives, *The Path Redefined* will become an indispensable tool to maximize your full potential without compromising who you truly are.



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The Path Redefined: Getting to the Top on Your Own Terms By Lauren Maillian Bias Bibliography

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Editorial Review

Review

"The Path Redefined is an honest and candid overview of how Lauren has forged her brand and what it takes for a forward-looking individual to build success on their own terms. This book will inspire anyone from a college graduate just building their career to a seasoned executive seeking a passion pivot. It's important for entrepreneurs to build for their future every day, and with this book, Lauren has done just that. Brava!"

—**Morin Oluwole, Business Lead to VP, Global Marketing Solutions at Facebook**

"Lauren's very frank steps to success mirror her road to prosperity: successes built on honesty, resilience, and hard work. She tells it like it is and leaves you with a clear path to go forward and tackle the challenges in front of you."

—**Amanda Pouchot, cofounder of Levo League and contributing writer at Fortune.com**

"Readers beware—you are in for a shot of motivation that will compel you to create the successful life you deserve! The stories and advice offered within these pages will inspire and empower you to redefine, pursue, and achieve greater levels of success in your own life."

—**Stacy Francis, CFP®, CDEA™, President and CEO of Francis Financial, Inc.**

"The Path Redefined is a great read for the entrepreneur in all of us. As applicable insights for the 20-something as the individual getting ready to launch that encore career."

—**Matthew Harrington, Global COO of Edelman PR**

"The Path Redefined is a must-read for those looking to succeed on their own terms. Lauren, a true go-getter and successful entrepreneur, shares her own life experiences and valuable advice that are sure to motivate and inspire readers to go after their goals!"

—**Eric Ripert, chef and co-owner of Le Bernardin**

About the Author

Lauren Maillian Bias is a serial entrepreneur, named by "Essence" magazine to the Class of 2013 African-American Shot Callers. She is the Founder and CEO of Luxury Market Branding, a strategic marketing company, and is a Founding Partner at Gen Y Capital Partners, an early stage venture firm focused on investments in mobile and consumer facing technology-enabled companies. At 19, Lauren founded a boutique winery that quickly became an internationally recognized award-winning wine brand, making her the youngest self-made winery owner in the country. She served as the Chief Operating Officer of the company from inception through the brand's acquisition in 2011.

Lauren often speaks about entrepreneurship, female leadership, marketing, branding, business development, and early stage venture at various conferences and institutions including Harvard, Columbia University, Cornell, and the University of Virginia. She judges the Network for Teaching Entrepreneurship's (NFTE) business plan competition and the incoming classes of Start-Up Chile, an incubator program in support of entrepreneurship sponsored by the Chilean Government. Lauren is an active adviser to several startups and is a mentor to the Pipeline Fellowship and the Women Innovate Mobile Accelerator. Lauren's work has been featured in national media outlets including Forbes, American Express OPEN Forum, Fast Company, and Black Enterprise. In 2011, she was recognized at The White House by the Kauffman Foundation as an Impact100 Award honoree, the top 100 entrepreneurs under 30.

Users Review

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