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## BEING EQUAL DOESN'T MEAN BEING THE SAME

### The book that truly changes the game for women

Business runs on male standards but women don't advance when men make the rules. It's high time women take charge, and this female-specific guide tells you how. As entrepreneurs, women leverage their distinctive experiences and values to build lives of parity, purpose, passion and prosperity. Anchored by up-to-date reporting and stories of real-life women startups, this is a call to action with female-friendly plans and tools that will change women's futures.

**- From Chapter 2: How Women Entrepreneurs Walk and Talk**

*"It's precisely because of all the choices women fought for and secured, not despite them, that so many women now are questioning how best to expend their well-honed talents, energy, passions and abilities. Why keep struggling for pay and parity within rigid corporate precincts when the lines keep wavering, the goalposts keep moving and the battle is never won? With patently difficult paths for women in the corporate arena, women are increasingly deciding to run their own shows."*

**Joanna L. Krotz** has been investigating the payoffs and challenges of small business owners, particularly women-led firms, for years as a national magazine editor, journalist, online columnist and host of a Web radio show. She's contributed to Entrepreneur.com, FOX Small Business Center, MSN Small Business, the New York Times, O: The Oprah Magazine, Town&Country and Women 2.0. Krotz is



the author of "The Guide to Intelligent Giving: Make a Difference in the World and in Your Own Life"; "Making Philanthropy Count: How Women Are Changing the World"; host of "Leveraging the Female Advantage" Webinar; coauthor of "The Microsoft Small Business Kit," a 500-page guide to entrepreneurship; and contributing author of "Redefining Sex and Power: How Women Can Bankroll Change and Fund Their Future" and "Women's Work: Paying It Forward."

### EARLY REVIEWS

*"Joanna Krotz makes a compelling case for the characteristics women bring to startups that can help them succeed. The book encourages women to trust their instincts and expertise when starting a business. As more women founders become household names and have successful exits, the more women will be invested in and the ratio will begin to change."*

COMING IN JANUARY

### BEING EQUAL DOESN'T MEAN BEI THE SAME



Why Behaving Like a Girl Can C  
Your Life and Grow Your Busi

By Joanna L. Krotz

Joanne Wilson, Angel Investor  
"Gotham Gal," Cofounder, New York's Women's Entrepreneur Festival

*Through extensive research and dozens of interviews with successful women of all ages, Joanna Krotz has zeroed in on the gender distinctions that can make or break women in business and developed smart solutions for coping with societal pressures and double standards. Interspersed among the book's inspiring stories of entrepreneurship are practical tips that can help women capitalize on their strengths, avoid common pitfalls and shatter glass ceilings on their way to the top.*

Sheila C. Johnson  
CEO, Entrepreneur, Philanthropist, Cofounder, Black Entertainment Television

*Just when we need a new chapter in the startup story for women entrepreneurs, along comes this insightful guide by journalist and advocate Joanna L. Krotz. Thoughtfully covering the history, rising potential and practical contributions of women who launch, **BEING EQUAL DOESN'T MEAN BEING THE SAME** offers women-led ventures and would-be women owners the hands-on ideas, real-life role models and path to pursue both leadership and satisfaction. Gender matters.*

Susan G. Duffy, Executive Director  
The Center for Women's Entrepreneurial Leadership at Babson College

To learn more about **BEING EQUAL DOESN'T MEAN BEING THE SAME**, sign up for [The Woman's Playbook newsletter](#). For background on Joanna Krotz, visit [Media](#). For speaking or interview opportunities, contact Lamont Johnson, [305.219.2242](tel:305.219.2242), [lamont\(at\)artdepartmentpr.com](mailto:lamont(at)artdepartmentpr.com).

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