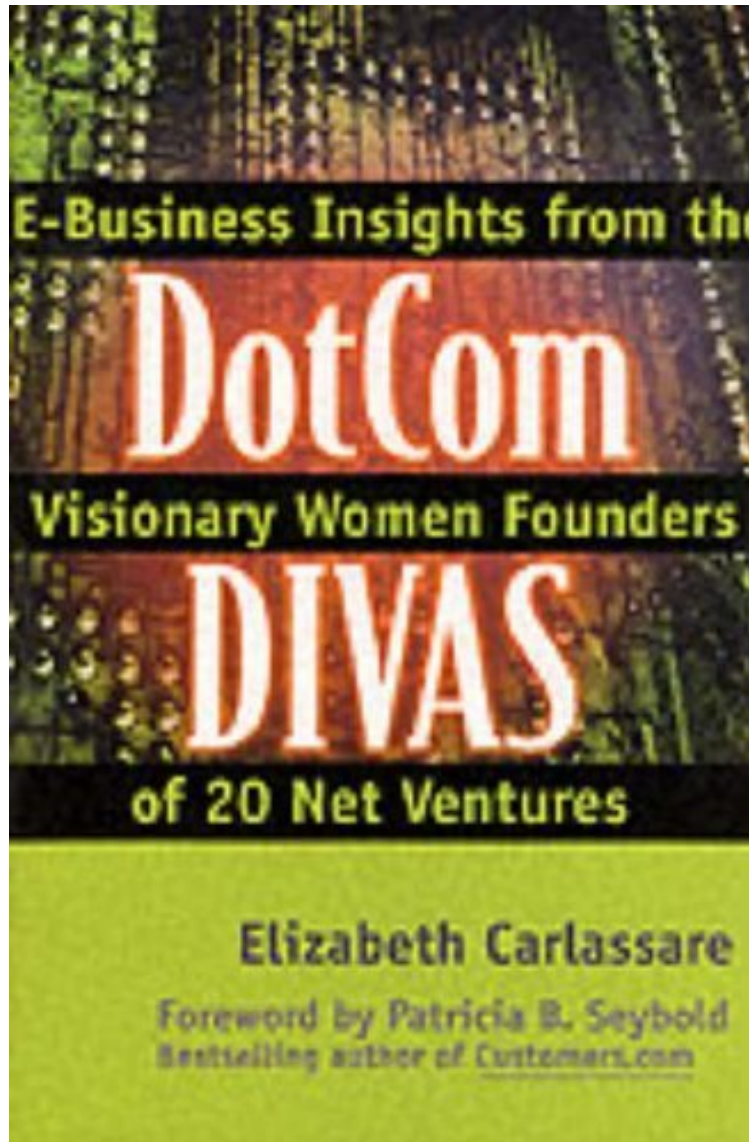


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Dotcom Divas: E-Business Insights from the Visionary Women Founders of 20 Net Ventures

Elizabeth Carlassare

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Elizabeth Carlassare : Dotcom Divas: E-Business Insights from the Visionary Women Founders of 20 Net Ventures before purchasing it in order to gage whether or not it would be worth my time, and all praised Dotcom Divas: E-Business Insights from the Visionary Women Founders of 20 Net Ventures:

2 of 2 people found the following review helpful. Inspiring, insightful - let's take it international!By Nicole KiddI read Elizabeth's insightful book in its entirety in one afternoon. I must say that her astute sense of observation, intuitive yet

unbiased understanding of, both the feminine and the high-tech industry, as well as her crystal clear articulation, enabled her to truly capture the dreams and challenges experienced by 20 very diverse women Internet entrepreneurs whom she profiled between January and June 2000 (an especially volatile time for Internet stocks.) Moreover, she has succeeded in creating a most instructive book that captures the women's visions, their business models, the obstacles to secure funding and human resources; and documents their personal challenges while nurturing rapidly expanding Internet businesses in an ever changing e-business surrounding. True, all women presented had MBAs, connections to the industry/money yet, if you witnessed Vani Koshla or Felicia "LIVE" at a January 2001 event, hosted by ... , it was clear that their personal drive, quest, ambition, and gutsy-ness put them on the trajectory of success - not privilege. Elizabeth's book captured that essence and left me feeling: "I can persevere, I can do it too!" :-)) What I didn't like: The DIVAS in the title - it makes women entrepreneurs sounds difficult and capricious - a title you won't find on any books written by men for male business men. Ohterwise a satisfied reader, Nicole Kidd3 of 3 people found the following review helpful. It's about time for a book like this...By Laura KelsoAs a young female entrepreneur, I found Elizabeth Carlassare's book to be extremely insightful regarding the process by which many women today are founding and growing solid enterprises. While Carlassare profiles some of the most visionary and talented female entrepreneurs in the e-business world, this book by no means is limited to women, nor to people involved in technology, for that matter. "DotCom Divas" addresses universal themes surrounding how to build a successful business: the importance of building a stellar team, tenacity, courage, focus, and drive. The book also highlights the challenges that many entrepreneurs face, such as securing financial backing, and effectively marketing a product or service in a cost effective manner. The choices that many of Carlassare's subjects make regarding these issues are instructive. I would highly recommend "DotCom Divas" to anyone - male or female - with an entrepreneurial bent. If you've ever wondered what makes a business leader tick, or what the most important "lessons learned" are from veterans of the business/technology world, this is a great book for you.0 of 1 people found the following review helpful. I LOVED THIS BOOK! Very inspiring, well designedBy Lorilyn BaileyI am so glad I didn't pay heed to the one negative review of this book and bought it anyway. It is not surprising that the successful women profiled in DOTCOM DIVAS had business and Internet experience as well as access to technical assistance and venture capital funding. This book is about women with successful dotcom ventures, and it often takes those factors to be successful.At minimum, for Internet success, you need to know how to run a business and how the Internet works. You also need programming/technical assistance to compete with the advanced sites that now exist. If you don't have venture capital, somehow you need to fund the business. You can do it with a shoestring budget, but it takes a lot longer. (And sometimes, that's okay.)This book is excellent for anyone who is serious about building an Internet business. It is not a "how to" or a step-by-step manual. Instead, it is a collection of stories of successful women and advice they have to share.The author has presented the information in an easy-to-skim format. Each woman has her own story, and then in shaded boxes, each has "What I Learned" points. Those bits of advice are worth the price of the book! As an Internet entrepreneur, I have had similar experiences, and I know their advice is right on target.

In Dotcom Divas, prepare to meet some of the most talented, energetic, and visionary Internet entrepreneurs who ever plunged into the e-business revolution. And, oh, by the way -- they're all women. Industry insider, Elizabeth Carlassare, introduces readers to the inspiring women founders of 20 Internet companies, including LookSmart, EDGAR Online, E-Loan, RightWorks, and Marimba. In Dotcom Divas, these Internet pioneers reveal their hard-won business wisdom and practical advice -- invaluable insights for Internet professionals and entrepreneurs alike.

.com More and more women are striking out on their own in cyberspace. DotCom Divas, by Internet strategist Elizabeth Carlassare, profiles 20 of the best and brightest of these founding females, distilling key e-business insights and strategies. Moving beyond the model of two guys working in a garage, the author describes "successful women who are creating real, thriving Web companies from visions that were initially just twinkles in their eyes." Her choices of women Web entrepreneurs are intriguing and eclectic: Nancy Evans and Candice Carpenter at iVillage, Janina Pawlowski of E-Loan, Eugenie Diserio of the astrology site Astronet, and oneNest founder Durreen Shahnaz, who links disadvantaged artisans with global markets. Carlassare's readable profiles are not puff pieces. She organizes her visionary leaders into four areas of the Internet economy: Web portal, Web-based services, e-commerce, and e-business applications. Each chapter explores one company and founder in terms of the source of their winning business idea, the business plan, fundraising, team building, and meeting the challenges of growing and marketing their business. Chapter summaries capture the essence of each woman's strategies for success. Carlassare offers many engaging excerpts from a day in the life of her divas. For example, oneNest CEO Durreen Shahnaz trekking in Bangladesh; Nancy Evans and Candice Carpenter raiding their personal bank accounts to meet the iVillage payroll; and Janina Pawlowski, standing on the floor of Goldman Sachs, sweating out E-Loan's public offering. The book could have been strengthened by a concluding chapter to underline key success patterns. Still, each chapter offers specific insights and inspiration for both experienced and aspiring Web entrepreneurs. And these powerful perspectives are not for women only. --Barbara Mackoff An exploration of the opportunities offered to women by the

Web. From the Back Cover: Thundering applause for DotCom Divas! Read this book and learn why two guys in a garage is outdated thinking. A must-read for anyone, male or female, starting a Web business. Guy Kawasaki, CEO, Garage.com: Powerful proof that the doors and windows of opportunity are open to talented, energetic, and persistent people. What a refreshing change that these entrepreneurs happen to be highly qualified women who have seen the possibilities and seized them. Myra Hart, Professor of Management Practice, Harvard Business School: No longer are female entrepreneurs anomalies in today's market. This exciting book follows some remarkable women doing remarkable things on the Internet. Move over and watch these women go; but more importantly, learn from them. Stephen R. Covey, author of the #1 bestseller, The 7 Habits of Highly Effective People: Not just for women, Carllassare's book is a must-read for all budding entrepreneurs. She has distilled the keys to entrepreneurial success: tenacity, vision, flexibility, the importance of building a great team; as told by the drivers who have done it themselves. Highly recommended. Heidi Roizen, Managing Director, Softbank Venture Capital: Carllassare takes a fascinating look at the intense entrepreneurial drive of the women behind some of today's leading Internet businesses. It's an education on lessons learned and strategies for success in the digital economy. Ellen M. Hancock, Chairman and CEO, Exodus Communications: Chicks rule! Dotcom Divas shows how women have everything it takes to found and grow great enterprises. Guys should read it to make sure they don't have any illusions. Women should read it to be inspired. Stewart Alsop, venture capitalist and columnist for Fortune: Prepare to meet some of the most talented, energetic, and visionary Internet entrepreneurs who ever plunged into the e-business revolution. And, oh, by the way, they're all women. Each of these courageous and determined women created an innovative pure-play Net company from the germ of an idea. Dotcom Divas reveals how these founding females dreamed up their winning visions, secured funding, and recruited top-notch team members. It shows you how they overcame business and personal challenges, grew and marketed their businesses, and navigated the constantly changing environment that comes with the e-business territory. Industry insider Elizabeth Carllassare provides an in-depth, behind-the-scenes perspective on the specific strategies each company has employed and the key lessons each founder has distilled from her Net startup experience; invaluable insights for experienced and aspiring entrepreneurs alike. You'll get an inside look at: * How winning e-business ideas are developed * Twenty innovative e-business models * How to get financial backing for an Internet business * The challenges Net entrepreneurs face and how to overcome them * How to create an Internet offering that wows customers * Successful strategies, tactics, and marketing techniques Although they're just a tiny fraction of the thousands of women who've launched successful Web-based companies, these entrepreneurs hail from stunningly diverse backgrounds. And their business models display as much variety as they do: from financial disclosures to pet products, B2B e-markets to online communities, and email marketing services to Net infrastructure. You'll meet the businesswoman who had already created companies in New York and Lithuania before launching a high-tech Silicon Valley startup, the single mother who revolutionized an industry, and the woman who, after buying a gift on .com, stopped being an entrepreneur waiting to happen; and created a brand-new type of Web business. All of these twenty-first century heroines share an enterprising mix of courage, intelligence, business savvy, and just a little luck. In Dotcom Divas, they reveal their hard-won business wisdom and practical advice to help you make smart decisions and avoid common pitfalls. Whether you're an entrepreneur or Internet professional, or just dreaming about starting your own business, their stories will ignite your own ambitions and inspire you to turn them into a reality that just might click.