

#GIRLBOSS BY SOPHIA AMORUSO



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Review

PRAISE FOR SOPHIA AMORUSO

“#GIRLBOSS is more than a book and Sophia Amoruso is more than a purveyor of (fine and fly) garments. #GIRLBOSS is a movement—a philosophy for making your work life as fun, fresh and raunchy as your personal adventures. Sophia encourages us to own the qualities we've previously been ashamed of (bossiness, crudeness, petty thievery) in order to become the masters of our own destiny, financially independent and radically ourselves. I'm so in.”

—Lena Dunham

“[An] appealing business memoir . . . Amoruso's authenticity comes through here and is, no doubt, one of the many reasons for her remarkable success.”

—Publishers Weekly

“Get motivated by Sophia Amoruso's story . . . Her honest advice is useful for women in any industry.”

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“among the glut of leadership books featuring paunchy old men in power suits, at least #Girlboss has a shot at standing out . . . it's clear why young women admire her . . . #Girlboss is targeting the same readers as Sheryl Sandberg's updated Lean In for Graduates . . . So buy #Girlboss for your daughter...”

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“It's easy to get the sense, reading Lean In, that Sandberg is writing for women who've already made it. #GIRLBOSS is for those who haven't, which means it is aimed at people who have nothing to lose, which makes it a much riskier and more enjoyable manifesto.”

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“she addresses the highs and lows of her journey with an honesty that's refreshing in a management memoir . . . Amoruso's swagger in #Girlboss is contagious. The book is a decent model for all the girls -- nay, people - - who don't want to climb the traditional career ladder. Her path, though unconventional, might even inspire a couple of readers to try to heed her lessons and follow in her footsteps. But if there's one real takeaway from reading Amoruso, is that a pre-packaged rulebook for business success no longer exists.”

—Fortune

“And while we love a feel-good story, we're even more inspired by Amoruso's drive and success . . . The easy-breezy blend of anecdotal tales and entrepreneurial advice makes for a fast, easy read . . . with lots of brash but actionable takeaways . . . Bottom line? That's some serious #GirlPower. Buy the book today, thank us the second you're done reading.”

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“Young women could do worse than learn from her no-bullshit style and tireless work ethic.”

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“Sophia Amoruso, founder and C.E.O. of Nasty Gal, shares her irreverent and invaluable lessons in what can easily be described as a power manifesto for strong, ambitious young women . . . #GIRLBOSS leads readers to water but doesn't force them to drink; rather than present a get-rich-quick manual or a list of business tips, Amoruso teaches the innovative and entrepreneurial among us to play to our strengths, learn from our mistakes, and know when to break a few of the traditional rules.”

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“The book is full of so many great insights even though she insists it isn't a how-to guide. You should absolutely read the entire book, but I think Amoruso should be commended for her management tips. They are what make her a #GIRLBOSS.”

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“[GIRLBOSS] is part memoir, part management guide and part girl-power manifesto. A sort of a Lean In for misfits, it offers young women a candid guide to starting a business and going after what they want.”

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“[Sophia Amoruso is] a real-deal, born disruptor. In less than 10 years, she's turned that very same eBay vintage shop into a bona fide, \$100 million global brand, through pure sweat; social-media savvy; and an eye for the fashion-forward, subversively sexy clothing women want to wear. And, yeah, great customer service. Now, sitting atop a mini-retail empire of over 350 employees, Sophia has become that rarest of things: a CEO who truly inspires and a patron saint of badass #girlbosses everywhere. Ahead, her thoroughly inspiring take on the unlikely rise of her scrappy brand, and why she'll always be an upstart at heart.”

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“[Sophia Amoruso] takes the wisdom of CEOs before her (including Sandberg) and wraps it up with her biography, personal philosophy, and practical advice (e.g., don’t slander former employees on social media), all delivered with the same voice and attitude that has made her site so successful.”

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“Sophia sprinkles to-the-point wisdom into the story of her life so far (she’s not afraid of a little tough love), and this book is a must read for women of all ages. Who doesn’t love inspiration with a little kick in the butt?”

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“Everything Sophia touches has an air of cool, including her new book, #GIRLBOSS, which recounts the story of her first sale and her rise to retail stardom . . . The writing is witty and affable, like listening to a good friend tell you a story. And the advice runs the gamut, from writing a good cover letter, to owning your own style, to getting fired gracefully. #GIRLBOSS is an essential read for everyone who has realized that the path to happiness isn’t always a straight line.”

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About the Author

Sophia Amoruso is the Founder and Executive Chairman of Nasty Gal. A creative visionary and entrepreneur who was recently named by Forbes as “Fashion’s new phenom,” she has become one of the most prominent figures in retail and a cultural icon. She recently founded the #GIRLBOSS Foundation, which awards financial grants to women in the worlds of design, fashion, music, and the arts, to help fund them on their way to becoming GIRLBOSS’s themselves. #GIRLBOSS, a New York Times bestseller published in fifteen countries around the world, is Sophia’s first book.

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Praise for Sophia Amoruso and #GIRLBOSS

Winner of the 2014 Goodreads Choice Award for Best Business Book

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"The millennial alternative to Lean In."

—Inc. magazine, naming Sophia one of the Entrepreneurs of the Year

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—Refinery29

“[Sophia Amoruso] is every bit as uncommon as [Nasty Gal’s] track record. Never mind the Valley’s history of funding misfits like stinky fruitarian Steve Jobs, junk food smacking Marc Andreessen, or socially awkward Mark Zuckerberg. Those misfits all fit in a similar box, Amoruso did not. . . . [Nasty Gal] is that gap between total dork and together, rich cheerleader where the bulk of girls who want to think for themselves but also be cool and accepted live.”

—PandoDaily

“[Sophia Amoruso] takes the wisdom of CEOs before her (including Sandberg) and wraps it up with her biography, personal philosophy, and practical advice (e.g., don’t slander former employees on social media), all delivered with the same voice and attitude that has made her site so successful.”

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and this book is a must read for women of all ages. Who doesn't love inspiration with a little kick in the butt?"

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"There are some CEOs that can make running a company look ridiculously easy. Then there are some who can do it with, well, a certain je ne sais quoi. Sexiness is a subjective measure and it's not just about looks. It's also about success, power, ambition, charisma, altruism, fashion sense, and style."

—Business Insider (on naming Sophia Amoruso "The Sexiest CEO Alive")

"[An] appealing business memoir . . . Amoruso's authenticity comes through here and is, no doubt, one of the many reasons for her remarkable success."

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—Bloomberg Businessweek

"In her new book #GIRLBOSS . . . Amoruso gives her charmingly authentic insight into how to succeed in the workplace."

—Who What Wear

"Clearly, there's some magic to the Amoruso method."

—LA Confidential

"The book is full of so many great insights even though she insists it isn't a how-to guide. You should absolutely read the entire book, but I think Amoruso should be commended for her management tips. They are what make her a #GIRLBOSS."

—Levo League

"This sassy memoir inspires while also doling out career advice and entrepreneurial tips."

—Foam Magazine

"#GIRLBOSS is a must have for any young female entrepreneurs."

—The T.U.R.N. Magazine

"The honest, kickass confident, and unabashedly herself Amoruso tells the story of her journey to success through Nasty Gal and the lessons she learned along the way."

—Tech Cocktail

"[Sophia Amoruso] began as a humble eBay store and turned her brand into one of the most coveted eCommerce destinations on the planet. . . . Sophia's brand sticks up its middle finger at the corporate world

and Nasty Gal's loyal followers can't get enough of it."

—begoodclothes.com

"Young women could do worse than learn from her no-bullshit style and tireless work ethic."

—Flavorwire

"A breezy blend of memoir and entrepreneurial how-to."

—Sacramento News & Review

PORTFOLIO / PENGUIN

#GIRLBOSS

Sophia Amoruso is the founder and executive chairman of the coveted fashion brand Nasty Gal. Named by Forbes as "Fashion's New Phenom," best-selling author Sophia has established herself as one of the most prominent figures in retail and a style icon.

The term Nasty Gal was originally coined after a 1975 Betty Davis album and the singer's outspoken and unapologetically sexy style. Building on that inspiration, Sophia's Nasty Gal first sparked a cult following in her one-woman vintage venture on eBay where she quickly learned she had a knack and photographer's eye for fashion, styling, and buying. In just nine years (and after being kicked off the site in 2008), the brand has grown into a one-stop shop and online retail haven with a progressive following of fashion risk-takers.

In fall 2014, Sophia opened her first brick-and-mortar Nasty Gal retail space on Melrose Avenue in Los Angeles. Only four months later, she opened a second store on the Third Street Promenade in Santa Monica, Los Angeles, almost three times as large as the brand's flagship.

As part of the brand's expansion beyond e-commerce, the stores offer highly curated vintage pieces, on-brand labels, as well as Nasty Gal's own line.

On the heels of Nasty Gal and #GIRLBOSS successes, Sophia is passionate about evolving her brand and team of creative mavericks in every way possible. As she continues to be deeply involved in every aspect of the business, she loves most to meet the girls who have inspired Nasty Gal to be one of the most coveted brands of our time.

She recently founded the #GIRLBOSS Foundation, which awards financial grants to women in the worlds of design, fashion, music, and the arts, to help fund them on their way to becoming a GIRLBOSS.

A New York Times bestseller and published in fifteen countries around the world, #GIRLBOSS is Sophia's first book.

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INTRODUCTION TO THE INTRODUCTION

A lot has changed since I wrote this book two years ago.

We made record-breaking revenues.

Nasty Gal grew so fast it became the Tower of Babel.

We went through layoffs for the first time.

I turned thirty. Then I turned thirty-one.

We opened two brick-and-mortar (#brickandmurder) stores in Los Angeles.

My hair is long! I'm an adult with braces! I have three poodles! Most importantly, I got married.

About those layoffs . . . we started to feel the hard times only after this book was originally put to print. One hundred million in revenue is a lot of money—but companies much larger have gone extinct.

The concept of success is really weird. Is success building a beloved brand and business? Or is it how you handle yourself when it gets hard? Is success being in the right place at the right time—with the right voice, skill set, team, and drive to cobble it all together? Or is success figuring out how to tame the behemoth once it sprouts legs and sharp teeth?

I think about this all the time as I've watched Nasty Gal grow up. At first, it was a scrappy crumb-eating infant—and then it became a thriving wild child. Now, it's hit the awkwardness of puberty—the occasional bout of acne, a cracking voice, incipient self-consciousness. Wait—are all these people looking at me?

They say that when you have a kid, it feels like your heart is outside of your body—you can't imagine sending her off to school with the threat that she might get hit by a car or bullied by some asshole. But you have to, because that's what growing up is all about. That's how I feel about Nasty Gal. My whole future is in this brand—but at the end of the day, I can only give it a kiss on the head and a PB&J while standing at the front door. It's still not fully baked. Its success depends on the resilience, fortitude, and ingenuity of the team more than any one skill that I possess.

The older I get, the less confident I become. There's simply more to lose.

I used to snowboard—I'd fly down the slopes at a million miles per hour with nary a bit of concern—but today, I sense my own mortality—and the mortality of everything I've worked for—as soon as the alarm clock goes off each morning, knowing that at this speed my teeth could get knocked out if I biff it.

It's really weird to be in your twenties and have a company that's valued at hundreds of millions of dollars by investors, implying to the outside world that because I own a huge chunk of the stock I'm "worth" a lot of money. The funny thing is that it's funny money. Nearly everything I've earned is locked up in this beautiful, inspiring, evolving business I gave birth to nearly ten years ago.

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#GIRLBOSS BY SOPHIA AMORUSO PDF

* Coming in 2017 as a Netflix Original Series, starring Britt Robertson.

In the New York Times bestseller that the Washington Post called "Lean In for misfits," Sophia Amoruso shares how she went from dumpster diving to founding one of the fastest-growing retailers in the world.

Sophia Amoruso spent her teens hitchhiking, committing petty theft, and scrounging in dumpsters for leftover bagels. By age twenty-two she had dropped out of school, and was broke, directionless, and checking IDs in the lobby of an art school—a job she'd taken for the health insurance. It was in that lobby that Sophia decided to start selling vintage clothes on eBay.

Flash forward ten years to today, and she's the founder and executive chairman of Nasty Gal, a \$250-million-plus fashion retailer with more than four hundred employees. Sophia was never a typical CEO, or a typical anything, and she's written #GIRLBOSS for other girls like her: outsiders (and insiders) seeking a unique path to success, even when that path is windy as all hell and lined with naysayers.

#GIRLBOSS proves that being successful isn't about where you went to college or how popular you were in high school. It's about trusting your instincts and following your gut; knowing which rules to follow and which to break; when to button up and when to let your freak flag fly.

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- Binding: Hardcover
- 256 pages

Features

- GIRLBOSS

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About the Author

Sophia Amoruso is the Founder and Executive Chairman of Nasty Gal. A creative visionary and entrepreneur who was recently named by Forbes as “Fashion’s new phenom,” she has become one of the most prominent figures in retail and a cultural icon. She recently founded the #GIRLBOSS Foundation, which awards financial grants to women in the worlds of design, fashion, music, and the arts, to help fund them on their way to becoming GIRLBOSS’s themselves. #GIRLBOSS, a New York Times bestseller published in fifteen countries around the world, is Sophia’s first book.

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Praise for Sophia Amoruso and #GIRLBOSS

Winner of the 2014 Goodreads Choice Award for Best Business Book

“While we love a feel-good story, we're even more inspired by Amoruso’s drive and success. . . . The easy-breezy blend of anecdotal tales and entrepreneurial advice makes for a fast, easy read . . . with lots of brash but actionable takeaways . . . Bottom line? That’s some serious #GirlPower. Buy the book today, thank us the second you’re done reading.”

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“The millennial alternative to Lean In.”

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“Get motivated by Sophia Amoruso’s story. . . . Her honest advice is useful for women in any industry.”

—People (StyleWatch)

“While Amoruso’s backstory is one we’re pretty much all well-versed in by now (we mean, what else are Google deep-dives for?), it’s still one that we just can’t seem to get enough of.”

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“Sophia sprinkles to-the-point wisdom into the story of her life so far (she’s not afraid of a little tough love), and this book is a must read for women of all ages. Who doesn’t love inspiration with a little kick in the butt?”

—RealSimple.com / Lifestylers

“There are some CEOs that can make running a company look ridiculously easy. Then there are some who can do it with, well, a certain je ne sais quoi. Sexiness is a subjective measure and it’s not just about looks. It’s also about success, power, ambition, charisma, altruism, fashion sense, and style.”

—Business Insider (on naming Sophia Amoruso “The Sexiest CEO Alive”)

“[An] appealing business memoir . . . Amoruso’s authenticity comes through here and is, no doubt, one of the many reasons for her remarkable success.”

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“Among the glut of leadership books featuring paunchy old men in power suits, at least #GIRLBOSS has a shot at standing out. . . . It’s clear why young women admire her. . . . #GIRLBOSS is targeting the same readers as Sheryl Sandberg’s updated Lean In for Graduates. . . . So buy #GIRLBOSS for your daughter.”

—Bloomberg Businessweek

“In her new book #GIRLBOSS . . . Amoruso gives her charmingly authentic insight into how to succeed in the workplace.”

—Who What Wear

“Clearly, there’s some magic to the Amoruso method.”

—LA Confidential

“The book is full of so many great insights even though she insists it isn’t a how-to guide. You should absolutely read the entire book, but I think Amoruso should be commended for her management tips. They are what make her a #GIRLBOSS.”

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“#GIRLBOSS is a must have for any young female entrepreneurs.”

—The T.U.R.N. Magazine

“The honest, kickass confident, and unabashedly herself Amoruso tells the story of her journey to success through Nasty Gal and the lessons she learned along the way.”

—Tech Cocktail

“[Sophia Amoruso] began as a humble eBay store and turned her brand into one of the most coveted eCommerce destinations on the planet. . . . Sophia’s brand sticks up its middle finger at the corporate world and Nasty Gal’s loyal followers can’t get enough of it.”

—begoodclothes.com

“Young women could do worse than learn from her no-bullshit style and tireless work ethic.”

—Flavorwire

“A breezy blend of memoir and entrepreneurial how-to.”

—Sacramento News & Review

PORTFOLIO / PENGUIN

#GIRLBOSS

Sophia Amoruso is the founder and executive chairman of the coveted fashion brand Nasty Gal. Named by Forbes as “Fashion’s New Phenom,” best-selling author Sophia has established herself as one of the most prominent figures in retail and a style icon.

The term Nasty Gal was originally coined after a 1975 Betty Davis album and the singer’s outspoken and unapologetically sexy style. Building on that inspiration, Sophia’s Nasty Gal first sparked a cult following in her one-woman vintage venture on eBay where she quickly learned she had a knack and photographer’s eye for fashion, styling, and buying. In just nine years (and after being kicked off the site in 2008), the brand has

grown into a one-stop shop and online retail haven with a progressive following of fashion risk-takers.

In fall 2014, Sophia opened her first brick-and-mortar Nasty Gal retail space on Melrose Avenue in Los Angeles. Only four months later, she opened a second store on the Third Street Promenade in Santa Monica, Los Angeles, almost three times as large as the brand's flagship.

As part of the brand's expansion beyond e-commerce, the stores offer highly curated vintage pieces, on-brand labels, as well as Nasty Gal's own line.

On the heels of Nasty Gal and #GIRLBOSS successes, Sophia is passionate about evolving her brand and team of creative mavericks in every way possible. As she continues to be deeply involved in every aspect of the business, she loves most to meet the girls who have inspired Nasty Gal to be one of the most coveted brands of our time.

She recently founded the #GIRLBOSS Foundation, which awards financial grants to women in the worlds of design, fashion, music, and the arts, to help fund them on their way to becoming a GIRLBOSS.

A New York Times bestseller and published in fifteen countries around the world, #GIRLBOSS is Sophia's first book.

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INTRODUCTION TO THE INTRODUCTION

A lot has changed since I wrote this book two years ago.

We made record-breaking revenues.

Nasty Gal grew so fast it became the Tower of Babel.

We went through layoffs for the first time.

I turned thirty. Then I turned thirty-one.

We opened two brick-and-mortar (#brickandmurder) stores in Los Angeles.

My hair is long! I'm an adult with braces! I have three poodles! Most importantly, I got married.

About those layoffs . . . we started to feel the hard times only after this book was originally put to print. One hundred million in revenue is a lot of money—but companies much larger have gone extinct.

The concept of success is really weird. Is success building a beloved brand and business? Or is it how you handle yourself when it gets hard? Is success being in the right place at the right time—with the right voice, skill set, team, and drive to cobble it all together? Or is success figuring out how to tame the behemoth once it sprouts legs and sharp teeth?

I think about this all the time as I've watched Nasty Gal grow up. At first, it was a scrappy crumb-eating infant—and then it became a thriving wild child. Now, it's hit the awkwardness of puberty—the occasional bout of acne, a cracking voice, incipient self-consciousness. Wait—are all these people looking at me?

They say that when you have a kid, it feels like your heart is outside of your body—you can't imagine sending her off to school with the threat that she might get hit by a car or bullied by some asshole. But you have to, because that's what growing up is all about. That's how I feel about Nasty Gal. My whole future is in this brand—but at the end of the day, I can only give it a kiss on the head and a PB&J while standing at the front door. It's still not fully baked. Its success depends on the resilience, fortitude, and ingenuity of the team more than any one skill that I possess.

The older I get, the less confident I become. There's simply more to lose.

I used to snowboard—I'd fly down the slopes at a million miles per hour with nary a bit of concern—but today, I sense my own mortality—and the mortality of everything I've worked for—as soon as the alarm clock goes off each morning, knowing that at this speed my teeth could get knocked out if I biff it.

It's really weird to be in your twenties and have a company that's valued at hundreds of millions of dollars by investors, implying to the outside world that because I own a huge chunk of the stock I'm "worth" a lot of money. The funny thing is that it's funny money. Nearly everything I've earned is locked up in this beautiful, inspiring, evolving business I gave birth to nearly ten years ago.

Most helpful customer reviews

564 of 601 people found the following review helpful.

SOPHIA IS GOD (or at least she thinks she is)

By Annie Z

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. I just pray to God that no young woman reading this ever thinks it's ok to be this self-righteous.

+ She never once thanks anyone. She had some nice words about some coworkers, but she never acknowledges the support her family gave her even as she was essentially a parenting failure, never thanks her customers for driving awareness of her brand, never admits that some of her colleagues are at least part of the reason behind her company's success.

+ She plays the victim so much but never acknowledges any real failures (and now, hiring someone you thought was right for the role and then having to fire them isn't a failure - it's a rhetorical device used to assert your authority in this book.) She whines about "catty" retailers and petty competitors and never once steps down from her high horse to admit to the very real failures that affect every new business (like screwing up orders, dissatisfied customers, mis-spending capital, etc.)

In sum, I hope I never get stuck in an elevator with Sophia, but I'm glad my flight went by quickly.

199 of 221 people found the following review helpful.

Written for her fans; Not Written for business-owners.

By MB

I love Sophia Amoruso for the empire that she's built. Like her, I'm also female e-tail business owner, so she's idol. She found her passion in life, worked hard at (she is darn good at it, and built an incredible business that has been very much copied on the internet. That's her story. However, this is actually a self-improvement book for young girls who were ONCE LIKE Sophia - as a youngster, she was a typical American teenager, somewhat of an outcast, did what she could in her part-time jobs "just to get by". And in this book, she speaks to readers who were JUST like her when she was their age - she's speaking to the average Nasty Gal

customer in this book.

I was looking for more business advice from this book - hoping for some advice specifically on the topic of ecommerce. But this book was more about her life and how to improve your character as a young woman in a male-dominated world. It was also mainly written for her fans - 100s of 1000s of young Nasty Gal customers who worship the ground she walks on and wanted to know her story. That was understandable. And it's a great book for youngsters who are in need of guidance. But if you're a business person looking to crack into that brilliant mind of hers, this book does not satisfy. If you want to better understand how Amoruso built Nasty Gal, look up some of her interviews on YouTube.

7 of 7 people found the following review helpful.

Pros and Cons

By Ashley Foster

Ok here are the Pros of the book: quick read, easy read, perfect for young female readers (highschool - college age), overall inspiring story. Cons of the book: a tad bit boring and the "real" advice is lacking. I really wanted to love this story because Sophia's story is inspiring but I just found myself never getting there. It is very lighthearted and if you are not looking for something in depth than you will love this book. For me I kept wanting to hear more about her TRUE process. How was hiring and firing people, how does she lead, did she have any trials, how does she strategize and plan? Those questions never got answered. The overall book just never got very deep for me.... all surface no depth. It also seemed to repeat itself a lot, here in lies the boring part. I felt like I often was re-reading the same chapter over and over again.

See all 1210 customer reviews...

#GIRLBOSS BY SOPHIA AMORUSO PDF

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Review

PRAISE FOR SOPHIA AMORUSO

“**#GIRLBOSS** is more than a book and Sophia Amoruso is more than a purveyor of (fine and fly) garments. **#GIRLBOSS** is a movement—a philosophy for making your work life as fun, fresh and raunchy as your personal adventures. Sophia encourages us to own the qualities we've previously been ashamed of (bossiness, crudeness, petty thievery) in order to become the masters of our own destiny, financially independent and radically ourselves. I'm so in.”

—Lena Dunham

“[An] appealing business memoir . . . Amoruso's authenticity comes through here and is, no doubt, one of the many reasons for her remarkable success.”

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—HarpersBazaar.com

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“[Sophia Amoruso] takes the wisdom of CEOs before her (including Sandberg) and wraps it up with her biography, personal philosophy, and practical advice (e.g., don’t slander former employees on social media), all delivered with the same voice and attitude that has made her site so successful.”

—The Cut

“If you read one book with a hashtag for a title this year, make it #GIRLBOSS.”

—TechCrunch

“Get motivated by Sophia Amoruso’s story. . . . Her honest advice is useful for women in any industry.”

—People (StyleWatch)

“While Amoruso’s backstory is one we’re pretty much all well-versed in by now (we mean, what else are Google deep-dives for?), it’s still one that we just can’t seem to get enough of.”

—The Coveteur

“Everything Sophia touches has an air of cool, including her new book, #GIRLBOSS, which recounts the story of her first sale and her rise to retail stardom. . . . The writing is witty and affable, like listening to a good friend tell you a story. And the advice runs the gamut from writing a good cover letter, to owning your own style, to getting fired gracefully. #GIRLBOSS is an essential read for everyone who has realized that the path to happiness isn’t always a straight line.”

—The Standard / Culture Blog

“Sophia sprinkles to-the-point wisdom into the story of her life so far (she’s not afraid of a little tough love), and this book is a must read for women of all ages. Who doesn’t love inspiration with a little kick in the butt?”

—RealSimple.com / Lifestylers

“There are some CEOs that can make running a company look ridiculously easy. Then there are some who can do it with, well, a certain je ne sais quoi. Sexiness is a subjective measure and it’s not just about looks. It’s also about success, power, ambition, charisma, altruism, fashion sense, and style.”

—Business Insider (on naming Sophia Amoruso “The Sexiest CEO Alive”)

“[An] appealing business memoir . . . Amoruso’s authenticity comes through here and is, no doubt, one of the many reasons for her remarkable success.”

—Publishers Weekly

“Among the glut of leadership books featuring paunchy old men in power suits, at least #GIRLBOSS has a shot at standing out. . . . It’s clear why young women admire her. . . . #GIRLBOSS is targeting the same readers as Sheryl Sandberg’s updated Lean In for Graduates. . . . So buy #GIRLBOSS for your daughter.”

—Bloomberg Businessweek

“In her new book #GIRLBOSS . . . Amoruso gives her charmingly authentic insight into how to succeed in the workplace.”

—Who What Wear

“Clearly, there’s some magic to the Amoruso method.”

—LA Confidential

“The book is full of so many great insights even though she insists it isn’t a how-to guide. You should absolutely read the entire book, but I think Amoruso should be commended for her management tips. They are what make her a #GIRLBOSS.”

—Levo League

“This sassy memoir inspires while also doling out career advice and entrepreneurial tips.”

—Foam Magazine

“#GIRLBOSS is a must have for any young female entrepreneurs.”

—The T.U.R.N. Magazine

“The honest, kickass confident, and unabashedly herself Amoruso tells the story of her journey to success through Nasty Gal and the lessons she learned along the way.”

—Tech Cocktail

“[Sophia Amoruso] began as a humble eBay store and turned her brand into one of the most coveted eCommerce destinations on the planet. . . . Sophia’s brand sticks up its middle finger at the corporate world and Nasty Gal’s loyal followers can’t get enough of it.”

—begoodclothes.com

“Young women could do worse than learn from her no-bullshit style and tireless work ethic.”

—Flavorwire

“A breezy blend of memoir and entrepreneurial how-to.”

—Sacramento News & Review

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#GIRLBOSS

Sophia Amoruso is the founder and executive chairman of the coveted fashion brand Nasty Gal. Named by Forbes as “Fashion’s New Phenom,” best-selling author Sophia has established herself as one of the most prominent figures in retail and a style icon.

The term Nasty Gal was originally coined after a 1975 Betty Davis album and the singer’s outspoken and unapologetically sexy style. Building on that inspiration, Sophia’s Nasty Gal first sparked a cult following in her one-woman vintage venture on eBay where she quickly learned she had a knack and photographer’s eye for fashion, styling, and buying. In just nine years (and after being kicked off the site in 2008), the brand has grown into a one-stop shop and online retail haven with a progressive following of fashion risk-takers.

In fall 2014, Sophia opened her first brick-and-mortar Nasty Gal retail space on Melrose Avenue in Los Angeles. Only four months later, she opened a second store on the Third Street Promenade in Santa Monica, Los Angeles, almost three times as large as the brand’s flagship.

As part of the brand’s expansion beyond e-commerce, the stores offer highly curated vintage pieces, on-brand labels, as well as Nasty Gal’s own line.

On the heels of Nasty Gal and #GIRLBOSS successes, Sophia is passionate about evolving her brand and team of creative mavericks in every way possible. As she continues to be deeply involved in every aspect of the business, she loves most to meet the girls who have inspired Nasty Gal to be one of the most coveted brands of our time.

She recently founded the #GIRLBOSS Foundation, which awards financial grants to women in the worlds of design, fashion, music, and the arts, to help fund them on their way to becoming a GIRLBOSS.

A New York Times bestseller and published in fifteen countries around the world, #GIRLBOSS is Sophia’s first book.

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INTRODUCTION TO THE INTRODUCTION

A lot has changed since I wrote this book two years ago.

We made record-breaking revenues.

Nasty Gal grew so fast it became the Tower of Babel.

We went through layoffs for the first time.

I turned thirty. Then I turned thirty-one.

We opened two brick-and-mortar (#brickandmurder) stores in Los Angeles.

My hair is long! I'm an adult with braces! I have three poodles! Most importantly, I got married.

About those layoffs . . . we started to feel the hard times only after this book was originally put to print. One hundred million in revenue is a lot of money—but companies much larger have gone extinct.

The concept of success is really weird. Is success building a beloved brand and business? Or is it how you handle yourself when it gets hard? Is success being in the right place at the right time—with the right voice, skill set, team, and drive to cobble it all together? Or is success figuring out how to tame the behemoth once it sprouts legs and sharp teeth?

I think about this all the time as I've watched Nasty Gal grow up. At first, it was a scrappy crumb-eating infant—and then it became a thriving wild child. Now, it's hit the awkwardness of puberty—the occasional bout of acne, a cracking voice, incipient self-consciousness. Wait—are all these people looking at me?

They say that when you have a kid, it feels like your heart is outside of your body—you can't imagine sending her off to school with the threat that she might get hit by a car or bullied by some asshole. But you have to, because that's what growing up is all about. That's how I feel about Nasty Gal. My whole future is in this brand—but at the end of the day, I can only give it a kiss on the head and a PB&J while standing at the front door. It's still not fully baked. Its success depends on the resilience, fortitude, and ingenuity of the team more than any one skill that I possess.

The older I get, the less confident I become. There's simply more to lose.

I used to snowboard—I'd fly down the slopes at a million miles per hour with nary a bit of concern—but today, I sense my own mortality—and the mortality of everything I've worked for—as soon as the alarm clock goes off each morning, knowing that at this speed my teeth could get knocked out if I biff it.

It's really weird to be in your twenties and have a company that's valued at hundreds of millions of dollars by investors, implying to the outside world that because I own a huge chunk of the stock I'm "worth" a lot of money. The funny thing is that it's funny money. Nearly everything I've earned is locked up in this beautiful, inspiring, evolving business I gave birth to nearly ten years ago.

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