

Miss Jessies Creating a Successful Business from Scratch---Naturally



BOOK DETAILS

- Author : Miko Branch
- Pages : 320 Pages
- Publisher : Amistad
- Language : English
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BOOK SYNOPSIS

Miss Jessies is a memoir and business guide rich with inspirational life lessons and unique business advice from Miko Branch, the Chief Executive Officer of the dynamic Miss Jessie's — the company that revolutionized the hair care industry. When Miko and her sister, Titi, were children, their grandmother, Miss Jessie, taught them independence and showed them the value of being “do it yourself” women, all while whipping up homemade hair concoctions at her kitchen table. As co-founders of Miss Jessies, Miko reveals how she and Titi applied those lessons to create a successful business from scratch. A family memoir with a wealth of practical business advice and handy hair tips, told in Miko's funny and relatable voice, Miss Jessie's is her remarkable story — from her childhood learning independence as a latchkey kid in Jamaica, Queens, to building a highly regarded company with her sister in their shared home salon in Bedford-Stuyvesant, Brooklyn. Miko reflects on her hard-won insights working for her autocratic, iron-fisted father, and how the self-sufficiency she learned in childhood helped her blossom as a single mother with bills to pay, a child to raise, and a dream to pursue. She speaks honestly of her mistakes and successes, and of her role as an industry leader, negotiating multi-million dollar deals while at the same time restoring the self-esteem of natural and curly haired women. Charming and enlightening, chock full of entertaining stories and invaluable instruction that can be applied to any business, and illustrated with 16 pages of photos, Miss Jessies confirms that with effort the American Dream is possible.

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