



Work Wife: The Power of Female Friendship to Drive Successful Businesses

Erica Cerulo , Claire Mazur

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Get inspired by the women who discovered that working with your best friend can be the secret to professional success--and maybe even the future of business--from the co-founders of the website Of a Kind.

When Erica Cerulo and Claire Mazur met in college in 2002, they bonded instantly. Fast-forward to 2010, when they founded the popular fashion and design website Of a Kind. Now, in their first book, Cerulo and Mazur bring to light the unique power of female friendship to fuel successful businesses. Drawing on their own experiences, as well as the stories of other thriving "work wives," they highlight the ways in which vulnerability, openness, and compassion--qualities central to so many women's relationships--lend themselves to professional accomplishment and innovation.

Featuring interviews with work wives such as Amanda Hesser and Merrill Stubbs of the influential food community site Food52, Ann Friedman, Aminatou Sow, and Gina Delvac of the hit podcast Call Your Girlfriend, and Misty May-Treanor and Kerri Walsh Jennings of Olympic volleyball fame, *Work Wife* addresses a range of topics vital to successful partnerships, such as being co-bosses, tackling disagreements, dealing with money, and accommodating motherhood. Demonstrating how female partnerships in the office are productive, progressive, and empowering, Cerulo and Mazur offer an invaluable roadmap for a feminist reimagining of the workplace.

Fun, enlightening, and informative, *Work Wife* is a celebration of female friendship and collaboration, proving that it's not just feasible but *fruitful* to mix BFFs with business.

Advance praise for *Work Wife*

"Is the old adage 'Friends and business don't mix' true? Not according to college friends Cerulo and Mazur, who translated their love of fashion and desire to support emerging fashion designers into a successful business, the e-commerce site Of a Kind. . . . By exploring topics such as setting expectations, defining roles, dividing responsibility, dealing with finances, and addressing disputes, they deftly demonstrate how female friendships produce empowering business partnerships. . . . This insightful, engaging work is an essential guidebook for friends considering a business collaboration."--*Library Journal* (starred review)

"Friends since college, entrepreneurs Cerulo and Mazur . . . capture the energy of the current social climate of women empowering women in their first book. . . . Engaging and thoughtful, *Work Wife* champions strong relationships, healthy attitudes, and pragmatic decision-making--an excellent primer for women interested in creating their own opportunities."--*Booklist* (starred review)

Work Wife: The Power of Female Friendship to Drive Successful Businesses Details

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Author : Erica Cerulo , Claire Mazur

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Barbara says

This is a great book that I highly recommend. It was a 'I'm reading this to the end nonstop book'—following the stories of a well chosen and highly diverse group of female friends/partners was fascinating. There were many thoughtful points made that are relevant for startups whether or not they are female-led, and that carry through for those working in corporate settings too. I highly recommend reading this book!

Erica says

In a world where corporate America was not built for women leaders, *Work Wife*, part primer, part playbook, is indeed a strident call to actively grasp the reins and understand how to build an empire with your closest female friend(s).

Work-wife, written by Erica Cerulo and Claire Mazur, who met in college in 2002, explores common topics and themes present when the idea of a new ventures arises. Yet, there is a twist. This dynamic duo sheds light on the awe-inspiring power of the female 'work-wife' relationship. Easily viewed as a roadmap sprinkled with the hue of feminism, the text focuses on how to positively exploit the unique characteristics of female relationships - vulnerability, open communication, and undying compassion -in order to leverage and launch profitable partnerships.

Highly recommended to any woman who has been dying to launch a dynasty with her bestie and wholeheartedly believes they could pull it off.

Divya says

This is a book about the leveraging the power of female friendships into strong entrepreneurial partnerships. Filled with examples, quotes and stories of multiple female founders, this book addresses the gamut of topics from finances to children and the underlying theme is pretty rah-rah to inspire young women to join forces with their bffs to make the most of their ideas and relationships. Interesting perspective from a duo for whom this really worked. Disclaimer: I received an ARC from Netgalley in exchange for a review.

Leilani says

This book has a fun title, but it is not a cutesy book filled with solely fluffy quotes and nothing else. Instead, this is a game-changer for your career if you're a woman! The premise is supported by research - find someone that can help aid you in your career. Research finds 71% of people at work love their job and 43% of highly qualified women with kids leave the workplace. These two statistics set forth that a friend at work is very necessary. The book starts out with the foundation necessary to find a "work wife" and then forming that partnership. Even in companies with the least amount of collaboration, you can find

someone in your workplace to advocate for you. Another great highlight of the book is discussing matters we generally avoid in the workplace, but those same conversations come easy with a friend. Find that work friend you can discuss all the matters with candidly. Ultimately, women will continue to struggle at work, but we don't have to. We especially don't need to struggle when we create a supportive system.

paige says

Whether you're starting a business or work in an entirely unrelated field, this novel celebrates the unique excellence of female friendship and its power. It's a conversational and engaging collection of stories and insights. Honest, funny, sincere. "Two enthusiastic thumbs up." --Travis Birkenstock

Gisela says

I adore this book! I speak a bit more about it as well as share some favorite quotes here:
<https://giselasbooked.com/2019/03/19/...>

Christine says

I loved this book!! I loved getting the behind-the-scenes look at starting and running a business, and I really appreciated that they were real about tough issues like raising money and hiring/firing employees. Super inspiring and motivating to read about successful work wives - makes me wish I had one!
