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FLOWER CONFIDENTIAL

THE GOOD, THE BAD, AND THE BEAUTIFUL

Algonquin Books Award-winning author Amy Stewart takes readers on an around-the-world, behind-the-scenes look at the flower industry and how it has sought—for better or worse—to achieve perfection. She tracks down the hybridizers, geneticists, farmers, and florists working to invent, manufacture, and sell flowers that are bigger, brighter, and sturdier than anything nature can provide. There's a scientist intent on developing the first genetically modified blue rose; an eccentric horitcultural legend who created the most popular lily; a breeder of gerberas of every color imaginable; and an Ecuadorean farmer growing exquisite roses, the floral equivalent of a Tiffany diamond. And, at every turn she discovers the startling intersection of nature and technology, of sentiment and commerce.

A COMPANION TO AMERICAN AGRICULTURAL HISTORY

John Wiley & Sons Provides a solid foundation for understanding American agricultural history and offers new directions for research A

Companion to American Agricultural History addresses the key aspects of America's complex agricultural past from 8,000 BCE to the first decades of the twenty-first century. Bringing together more than thirty original essays by both established and emerging scholars, this innovative volume presents a succinct and accessible overview of American agricultural history while delivering a state-of-the-art assessment of modern scholarship on a diversity of subjects, themes, and issues. The essays provide readers with starting points for their exploration of American agricultural history—whether in general or in regards to a specific topic—and highlights the many ways the agricultural history of America is of integral importance to the wider American experience. Individual essays trace the origin and development of agricultural politics and policies, examine changes in science, technology, and government regulations, offer analytical suggestions for new research areas, discuss matters of ethnicity and gender in American agriculture, and more. This Companion: Introduces readers to a uniquely wide range of topics within the study of American agricultural history Provides a narrative summary and a critical examination of field-defining works Introduces specific topics within American agricultural history such as agrarian reform, agribusiness, and agricultural power and production Discusses the impacts of American agriculture on different groups including Native Americans, African Americans, and European, Asian, and Latinx immigrants Views the agricultural history of America through new interdisciplinary lenses of race, class, and the environment Explores depictions of American agriculture in film, popular music, literature, and art A Companion to American Agricultural History is an essential resource for introductory students and general readers seeking a concise overview of the subject, and for graduate students and scholars wanting to learn about a particular aspect of American agricultural history.

BLOOMING FLOWERS

A SEASONAL HISTORY OF PLANTS AND PEOPLE

Yale University Press An evocative and richly illustrated exploration of flowers and how, over the centuries, they have given us so much sustenance, meaning, and pleasure The bright yellow of a marigold and the cheerful red of a geranium, the evocative fragrance of a lotus or a saffron-infused paella--there is no end of reasons to love flowers. Ranging through the centuries and across the globe, Kasia Boddy looks at the wealth of floral associations that has been passed down in perfumes, poems, and paintings; in the design of buildings, clothes, and jewelry; in songs, TV shows, and children's names; and in nearly every religious, social, and political ritual. Exploring the first daffodils of spring and the last chrysanthemums of autumn, this is also a book about seasons. In vibrant detail and drawing on a rich array of illustrations, Boddy considers how the sunflower, poppy, rose, lily--and many others--have given rise to meaning, value, and inspiration throughout history, and why they are integral to so many different cultures.

FAVORED FLOWERS

CULTURE AND ECONOMY IN A GLOBAL SYSTEM

Duke University Press Billions of fresh-cut flowers are flown into the United States every year, allowing Americans to choose from a broad array of blooms regardless of the season. Favored Flowers is a lively investigation of the worldwide production and distribution of fresh-cut flowers and their consumption in the New York metropolitan area. In an ethnography filled with roses, orchids, and gerberas, flower auctions, new hybrids, and new logistical systems, Catherine Ziegler unravels the economic and cultural strands of the global flower market. She provides an historical overview of the development of the cut flower industry in New York from the late nineteenth century to 1970, and on to its ultimate transformation from a domestic to a global industry. As she points out, cut flowers serve no utilitarian purpose; rather, they signal consumers' social and cultural decisions about expressing love, mourning, status, and identity. Ziegler shows how consumer behavior and choices have changed over time and how they are shaped by the media, by the types of available flowers, and by flower retailing. Ziegler interviewed more than 250 people as she followed flowers along the full length of the commodity chain, from cuttings in Europe and Latin America to vases in and around New York. She examines the daily experiences of flower growers in the Netherlands and Ecuador, two leading exporters of flowers to the United States. Primary focus, though, is on others in the commodity chain: exporters, importers, wholesalers, and retailers. She follows their activities as they respond to changing competition, supply, and consumer behavior in a market characterized by risk, volatility, and imperfect knowledge. By tracing changes in the wholesale and retail systems, she shows the recent development of two complementary commodity chains in New York and the United States generally. One leads to a high-end luxury market served by specialty florists and designers, and the other to a lower-priced mass market served by chain groceries, corner delis, and retail superstores.

FLOWERS&

CANADIAN FLORIST

LIFE STORIES

A GUIDE TO READING INTERESTS IN MEMOIRS, AUTOBIOGRAPHIES, AND DIARIES

ABC-CLIO Memoirs, autobiographies, and diaries represent the most personal and most intimate of genres, as well as one of the most abundant and popular. Gain new understanding and better serve your readers with this detailed genre guide to nearly 700 titles that

also includes notes on more than 2,800 read-alike and other related titles. * A list of subjects and suggested "read-alikes" accompany each title * Appendixes cover awards, websites, and resources * Detailed indexes provide further points of access

ACRES, U.S.A.

GILDING THE LILY

INSIDE THE CUT FLOWER INDUSTRY

Business & Economics.

BOOK REVIEW INDEX 2009

CUMULATION

Book Review Index Cumulation Book Review Index provides quick access to reviews of books, periodicals, books on tape and electronic media representing a wide range of popular, academic and professional interests. The up-to-date coverage, wide scope and inclusion of citations for both newly published and older materials make Book Review Index an exceptionally useful reference tool. More than 600 publications are indexed, including journals and national general interest publications and newspapers. Book Review Index is available in a three-issue subscription covering the current year or as an annual cumulation covering the past year.

AEROTROPOLIS

THE WAY WE'LL LIVE NEXT

Penguin UK This brilliant and eye-opening look at the new phenomenon called the aerotropolis gives readers a glimpse at the way everyone will live in the near future--and the way they will do business, too.

ONEARTH

ENVIRONMENT, POLITICS, PEOPLE

THE POSY BOOK: GARDEN-INSPIRED BOUQUETS THAT TELL A STORY

The Countryman Press “Like a favorite recipe, a posy is meant to be savored and shared. Try it yourself, and ... welcome a bit of floral enchantment into your life.” —Amy Stewart, author of The Drunken Botanist Inspired by the Victorian-era language of flowers, a posy is a small, round bouquet of flowers, herbs, and plants meant to convey a message, such as dahlias for gratitude, sunflowers for adoration, or thyme for bravery. These floral poems have become Teresa Sabankaya’s signature. Brides want them for their weddings, but a posy is a lovely gift any time of year, and one that readers can easily put together from their garden or with blooms from their local florist. In The Posy Book, Sabankaya shares step-by-step instructions, floral recipes for more than 20 posies, and ideas for seasonal variations. A modern floral dictionary, with 12 original paintings by celebrated illustrator Maryjo Koch, will help readers craft their own posies filled with personal meaning.

FAVORED FLOWERS

CULTURE AND ECONOMY IN A GLOBAL SYSTEM

Duke University Press DIVCultural history of the flower trade in New York City and the transformation of the cut-flower industry into a global commodity system./div

ORGANIC GARDENING

Organic Gardening magazine inspires and empowers readers with trusted information about how to grow the freshest, most healthful food, create a beautiful, safe haven around their homes, use our natural resources wisely, and care for the environment in all aspects of their lives.

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JOURNAL OF THE BOTANICAL RESEARCH INSTITUTE OF TEXAS

AEROTRÓPOLE

O MODO COMO VIVEREMOS NO FUTURO

DVS Editora - Livro mostra como o transporte aéreo está transformando as cidades, - Aerotrópole traz estudos de caso sobre enormes aeroportos que se transformaram em verdadeiras cidades, - Novo modelo é capaz de reestruturar os negócios e a vida urbana, alavancando a economia de regiões inteiras. Pense numa cidade construída ao redor de um aeroporto, que ofereça ao mundo dos negócios uma rápida conectividade com fornecedores, clientes e parceiros a nível nacional ou internacional. O estudo de caso sobre estas novas experiências de integração aeroportuária e urbana estão presentes em Aerotrópole - o modo como viveremos no futuro (DVS Editora). O livro é uma parceria entre o jornalista Greg Lindsay e o professor John D. Kasarda, da Universidade da Carolina do Norte. Foi Kasarda quem cunhou o termo aerotrópole ao se dar conta que, na era da globalização, as pessoas desejam viver em cidades conectadas por um farto e acessível transporte aéreo. Tal questão é ainda mais preponderante no mundo dos negócios, em que a necessidade de viajar não é mais exclusividade dos cargos mais altos - é uma realidade também para pessoas que estão em níveis intermediários. "Dúzias de aerotrópoles estão se desenvolvendo ao redor do mundo de forma planejada ou mesmo espontaneamente. Entre as mais proeminentes temos as de Amsterdam com o aeroporto de Schiphol, Hong Kong, Incheon na Coreia do Sul, Dubai, Chicago, Dallas-Ft Worth, Washington Dulles, e Memphis. Elas têm atraído uma notável quantidade de investimentos nos negócios localizados na área do aeroporto e causando grande impacto econômico em suas regiões e nações. Em muitos casos, esses investimentos batem a casa dos US\$ 10 bilhões ao ano", relata Kasarda. Para oferecer uma análise precisa sobre este fenômeno, o livro aborda urbanismo, economia global, relações internacionais, sociologia e, principalmente, globalização.

PREVENTION

Prevention magazine provides smart ways to live well with info and tips from experts on weight loss, fitness, health, nutrition, recipes, anti-aging & diets.

FLOWER CONFIDENTIAL

THE GOOD, THE BAD, AND THE BEAUTIFUL

Hachette UK A globe-trotting, behind-the-scenes look at the dazzling world of flowers and the fascinating industry it has created. Award-winning author Amy Stewart takes readers on an around-the-world, behind-the-scenes look at the flower industry and how it

has sought—for better or worse—to achieve perfection. She tracks down the hybridizers, geneticists, farmers, and florists working to invent, manufacture, and sell flowers that are bigger, brighter, and sturdier than anything nature can provide. There's a scientist intent on developing the first genetically modified blue rose; an eccentric horticultural legend who created the most popular lily; a breeder of gerberas of every color imaginable; and an Ecuadorean farmer growing exquisite roses, the floral equivalent of a Tiffany diamond. And, at every turn she discovers the startling intersection of nature and technology, of sentiment and commerce.

THE REASON FOR FLOWERS

THEIR HISTORY, CULTURE, BIOLOGY, AND HOW THEY CHANGE OUR LIVES

Simon and Schuster Cultural history at its best—the engaging, lively, and definitive story of the beauty, sexuality, ecology, myths, lore, and economics of the world's flowers, written by a passionately devoted author and scientist, and illustrated with his stunning photographs. Flowers, and the fruits that follow, feed, clothe, sustain, and inspire all humanity. They have done so since before recorded history. Flowers are used to celebrate all-important occasions, to express love, and are also the basis of global industries. Americans buy ten million flowers a day and perfumes are a worldwide industry worth \$30 billion dollars annually. Yet, we know little about flowers, their origins, bizarre sex lives, or how humans relate and depend upon them. Stephen Buchmann takes us along on an exploratory journey of the roles flowers play in the production of our foods, spices, medicines, perfumes, while simultaneously bringing joy and health. Flowering plants continue to serve as inspiration in our myths and legends, in the fine and decorative arts, and in literary works of prose and poetry. Flowers seduce us—and animals, too—through their myriad shapes, colors, textures, and scents. And because of our extraordinary appetite for more unusual and beautiful “super flowers,” plant breeders have created such unnatural blooms as blue roses and black petunias to cater to the human world of haute couture fashion. In so doing, the nectar and pollen vital to the bees, butterflies, and bats of the world, are being reduced. Buchmann explains the unfortunate consequences, and explores how to counter them by growing the right flowers. Here, he integrates fascinating stories about the many colorful personalities who populate the world of flowers, and the flowers and pollinators themselves, with a research-based narrative that illuminates just why there is, indeed, a Reason for Flowers.

FLORAL MANAGEMENT

THE PUBLISHERS WEEKLY

THE 50 MILE BOUQUET

SEASONAL, LOCAL AND SUSTAINABLE FLOWERS

St Lynns Press Highlights a movement by dedicated farmers and designers toward natural, chemical-free flowers, and explores how cut flowers are grown, designed, and used.

THE RATE AND DIRECTION OF INVENTIVE ACTIVITY REVISITED

University of Chicago Press While the importance of innovation to economic development is widely understood, the conditions conducive to it remain the focus of much attention. This volume offers new theoretical and empirical contributions to fundamental questions relating to the economics of innovation and technological change while revisiting the findings of a classic book. Central to the development of new technologies are institutional environments, and among the topics discussed here are the roles played by universities and other nonprofit research institutions and the ways in which the allocation of funds between the public and private sectors affects innovation. Other essays examine the practice of open research and how the diffusion of information technology influences the economics of knowledge accumulation. Analytically sophisticated and broad in scope, this book addresses a key topic at a time when economic growth is all the more topical.

SMALL BUSINESS SOURCEBOOK

THE ENTREPRENEUR'S RESOURCE

Gale Cengage

LIBRARY JOURNAL

CINCINNATI MAGAZINE

Cincinnati Magazine taps into the DNA of the city, exploring shopping, dining, living, and culture and giving readers a ringside seat on the issues shaping the region.

THE CONSUMING INSTINCT

WHAT JUICY BURGERS, FERRARIS, PORNOGRAPHY, AND GIFT GIVING REVEAL ABOUT HUMAN NATURE

Prometheus Books In this highly informative and entertaining book, the founder of the vibrant new field of evolutionary consumption illuminates the relevance of our biological heritage to our daily lives as consumers. While culture is important, the author shows that innate evolutionary forces deeply influence the foods we eat, the gifts we offer, the cosmetics and clothing styles we choose to make ourselves more attractive to potential mates, and even the cultural products that stimulate our imaginations (such as art, music, and religion). The book demonstrates that most acts of consumption can be mapped onto four key Darwinian drives—namely, survival (we prefer foods high in calories); reproduction (we use products as sexual signals); kin selection (we naturally exchange gifts with family members); and reciprocal altruism (we enjoy offering gifts to close friends). The author further highlights the analogous behaviors that exist between human consumers and a wide range of animals. For anyone interested in the biological basis of human behavior or simply in what makes consumers tick—marketing professionals, advertisers, psychology mavens, and consumers themselves—this is a fascinating read.

GIRL WAITS WITH GUN

Houghton Mifflin Harcourt From the New York Times best-selling author of *The Drunken Botanist* comes an enthralling novel based on the forgotten true story of one of the nation's first female deputy sheriffs. Constance Kopp doesn't quite fit the mold. She towers over most men, has no interest in marriage or domestic affairs, and has been isolated from the world since a family secret sent her and her sisters into hiding fifteen years ago. One day a belligerent and powerful silk factory owner runs down their buggy, and a dispute over damages turns into a war of bricks, bullets, and threats as he unleashes his gang on their family farm. When the sheriff enlists her help in convicting the men, Constance is forced to confront her past and defend her family -- and she does it in a way that few women of 1914 would have dared. "A smart, romping adventure, featuring some of the most memorable and powerful female characters I've seen in print for a long time. I loved every page as I followed the Kopp sisters through a too-good-to-be-true (but mostly true!) tale of violence, courage, stubbornness, and resourcefulness." -- Elizabeth Gilbert

WICKED BUGS

THE LOUSE THAT CONQUERED NAPOLEON'S ARMY & OTHER DIABOLICAL INSECTS

Algonquin Books In this darkly comical look at the sinister side of our relationship with the natural world, Stewart has tracked down over one hundred of our worst entomological foes—creatures that infest, infect, and generally wreak havoc on human affairs. From the world's most painful hornet, to the flies that transmit deadly diseases, to millipedes that stop traffic, to the “bookworms” that devour libraries, to the Japanese beetles munching on your roses, *Wicked Bugs* delves into the extraordinary powers of six- and eight-legged creatures. With wit, style, and exacting research, Stewart has uncovered the most terrifying and titillating stories of bugs gone wild. It's an A to Z of insect enemies, interspersed with sections that explore bugs with kinky sex lives (“She’s Just Not That Into You”), creatures lurking in the cupboard (“Fear No Weevil”), insects eating your tomatoes (“Gardener’s Dirty Dozen”), and phobias that feed our (sometimes) irrational responses to bugs (“Have No Fear”). Intricate and strangely beautiful etchings and drawings by Briony Morrow-Cribbs capture diabolical bugs of all shapes and sizes in this mixture of history, science, murder, and intrigue that begins—but doesn’t end—in your own backyard.

FROM THE GROUND UP

THE STORY OF A FIRST GARDEN

Algonquin Books Amy Stewart had a simple dream. She yearned for a garden filled with colorful jumbles of vegetables and flowers. After she and her husband finished graduate school, they pulled up their Texas roots and headed west to Santa Cruz, California. With little money in their pockets, they rented a modest seaside bungalow with a small backyard. It wasn't much--a twelve-hundred-square-foot patch of land with a couple of fruit trees, and a lot of dirt. A good place to start. *From the Ground Up* is Stewart's quirky, humorous chronicle of the blossoms and weeds in her first garden and the lessons she's learned the hard way. From planting seeds her great-grandmother sends to battling snails, gophers, and aphids, Stewart takes us on a tour of four seasons in her coastal garden. Confessing her sins and delighting in small triumphs, she dishes the dirt for both the novice and the experienced gardener. Along the way, she brings her quintessential California beach town to life--complete with harbor seals, monarch butterfly migrations, and an old-fashioned seaside amusement park just down the street. Each chapter includes helpful tips alongside the engaging story of a young woman's determination to create a garden in which the plants struggle to live up to the gardener's vision.

FLORET FARM'S A YEAR IN FLOWERS

DESIGNING GORGEOUS ARRANGEMENTS FOR EVERY SEASON

Chronicle Books Learn how to buy, style, and present seasonal flower arrangements for every occasion. With sections on tools, flower care, and design techniques, Floret Farm's A Year in Flowers presents all the secrets to arranging garden-fresh bouquets. Featuring expert advice from Erin Benzakein, world-renowned flower farmer, floral designer, and bestselling author of Floret Farm: Cut Flower Garden, this book is a gorgeous and comprehensive guide to everything you need to make your own incredible arrangements all year long, whether harvesting flowers from the backyard or shopping for blooms at the market. • Includes an A-Z flower guide with photos and care tips for more than 200 varieties. • Simple-to-follow advice on flower care, material selection, and essential design techniques • More than 25 how-to projects, including magnificent centerpieces, infinitely giftable posies, festive wreaths, and breathtaking bridal bouquets Floret Farm's A Year in Flowers offers advice on every phase of working with cut flowers—including gardening, buying, caring for, and arranging fresh flowers. Brimming with indispensable tips and hundreds of vibrant photographs, this book is an invitation to live a flower-filled life and perfect for anyone who loves flowers. • The definitive guide to flower arranging from the biggest star in the farm-to-centerpiece movement • Perfect for flower lovers, avid and novice gardeners, floral designers, wedding planners, florists, small farmers, stylists, designers, crafters, and those passionate about the local floral movement • For those who loved Floret Farm's Cut Flower Garden by Erin Benzakein, The Flower Recipe Book by Alethea Harampolis, Seasonal Flower Arranging by Ariella Chezar, and The Flower Chef by Carly Cylinder

HOW GREEN ARE MY WELLIES?

SMALL STEPS AND GIANT LEAPS TO GREEN LIVING WITH STYLE

Random House Do you think 'turning green' means become dull? Anna Shepard doesn't. part personal experience, part manual, it describes her efforts to live a life that is both fun and sparkly green. Month by month, she explores everything from avocado cleaners to guerrilla gardening to worm-racing in order to perfect the art of being green.

VIRGINIA WOOLF AND THE NATURAL WORLD

SELECTED PAPERS FROM THE TWENTIETH ANNUAL INTERNATIONAL CONFERENCE ON VIRGINIA WOOLF : GEORGETOWN UNIVERSITY, GEORGETOWN, KENTUCKY, 3-6 JUNE, 2010

Oxford University Press Virginia Woolf and the Natural World is a compilation of thirty-one essays presented at the twentieth annual

international conference on Virginia Woolf. This volume explores Woolf's complex engagement with the natural world, an engagement that was as political as it was aesthetic. The diversity of topics within this collection-ecofeminism, the nature of time, the nature of the self, nature and sporting, botany, climate, and landscape, just to name a few-fosters a deeper understanding of the nature of nature in Woolf's works. Contributors include Bonnie Kime Scott, Carrie Rohman, Diana Swanson, Elisa Kay Sparks, Beth Rigel Daugherty, Jane Goldman, and Diane Gillespie, among many others from the international community of Woolf scholars.

THE FLOWER ALPHABET BOOK

Charlesbridge Roses are red, Violets are blue... And they're only two of the flowers in this book of bright colors and delightful information. Young readers will be fascinated to find out what flower can be used to make a doll, which flower flavors tea, and which flower farmers feed to chickens. Author Jerry Pallotta and illustrator Leslie Evans have collaborated to produce a stunning bouquet of words and pictures about the world of flowers-one of nature's most beautiful gifts.

CINCINNATI MAGAZINE

Cincinnati Magazine taps into the DNA of the city, exploring shopping, dining, living, and culture and giving readers a ringside seat on the issues shaping the region.

CALIFORNIA GARDEN

MISS KOPP INVESTIGATES

Mariner Books Life after the war takes an unexpected turn for the Kopp sisters, but soon enough, they are putting their unique detective skills to use in new and daring ways. Winter 1919: Norma is summoned home from France, Constance is called back from Washington, and Fleurette puts her own plans on hold as the sisters rally around their recently widowed sister-in-law and her children. How are four women going to support themselves? A chance encounter offers Fleurette a solution: clandestine legal work for a former colleague of Constance's. She becomes a "professional co-respondent," posing as the "other woman" in divorce cases so that photographs can be entered as evidence to procure a divorce. While her late-night assignments are both exciting and lucrative, they put her on a collision course with her own family, who would never approve of such disreputable work. One client's suspicious behavior leads Fleurette to uncover a much larger crime, putting her in the unlikely position of amateur detective. In Miss Kopp Investigates, Amy Stewart once again brilliantly captures the women of this era--their ambitions for the future as well as the ties that

bind--at the start of a promising new decade.

PIVOT FOR SUCCESS

HONE YOUR VISION, SHIFT YOUR ENERGY, MAKE YOUR MOVE

John Wiley & Sons Inspiring stories and success secrets from business leader and entrepreneur Amy Hilliard Pivot for Success tells business leader and entrepreneur Amy Hilliard's stories of success, struggle, and sustainability to inspire you to become resilient. Hilliard offers her hard-won perspective on what it takes to "make it" in American business and in life. She talks about the tough stuff, the stuff that most people who rise to her level of accomplishment aren't eager for others to know. Few women, and few women of color, have created multi-million-dollar brands in senior corporate positions, legendary entrepreneurial environments, and start-ups. Hilliard's fearless honesty in revealing her experience can help you find your way forward, even if you face obstacles in today's business environment. While Hilliard is a Harvard Business School graduate, Pivot for Success contains lessons not taught in school. Her perspective on success and the failure it often takes to succeed are invaluable. In this book, you will learn the 10 Pivot Points that have led Hilliard to where she is today, including Purpose, Passion, Perseverance, Positivity, Priorities, and more. The 10 Pivot Points you'll learn in Pivot for Success have been tried and tested, and even endorsed by Michelle Obama. In this book, Hilliard shares her impactful life lessons. No matter who you are or where you are in your life's journey, you'll need to gain vision, shift your energy, and make moves in order to get where you're going. Through Pivot for Success, you'll find that you can succeed, even when you think you've lost it all. Gain inspiration from Amy Hilliard's rise and resilience to multi-million-dollar success Leverage the 10 Pivot Points to best fit your goals in business and in life Learn to recognize when you're on the right track or bounce back if your situation calls for a change of outlook and strategy Build the courage to take risks, shift your perspective, and discover new opportunities As the owner of three businesses, Amy Hilliard knows what it takes to hustle and get there. In Pivot for Success, she shows you how.