

# BORN TO BE THE BOSS

By Janet Middlemiss and Bianca Zee-Geissler

This collection of meaningful conversations recounts the startup journeys of six extraordinary entrepreneurs in Hong Kong – including Sir Hudson International, the Johanna Ho Label, Hong Kong Matchmakers, AsiaXPAT, TREE and CHI Residences. You would certainly enjoy reading the personal tips, wisdom and insights shared by these achievers, as well as the stories of how they have all successfully realized the dream of running their own business, and turned enterprising ideas into profitable reality.

"Born to be the Boss" is a source of encouragement for individuals who are considering to start or are already starting a business, because it also explores the private struggles, pressures, anxieties and self-doubt that often arise when one starts a business. These are valuable lessons that address common startup concerns.

"The book's content is timely since we are no longer living in a society where people believe in lifetime employment," says JEM Group CEO and Co-author Janet Middlemiss. "Quite the opposite, changing attitudes are encouraging more people to seriously consider entrepreneurship as a career and to launch their own startups."

[amzn.to/2JBSwzl](http://amzn.to/2JBSwzl)

