



## **BOOK REVIEW**

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**Book Name – Follow Every Rainbow**

**Author - Rashmi Bansal**

**Publisher - West Land Publishers L.td**

Being an entrepreneur is a difficult choice and one needs to tread on a path often less taken by others. Entrepreneurship is not just about breaking the routine of a boring nine to five job, but it is more about coming out of one's comfort zone and following a tough path with single minded passion. Successful entrepreneurs use their ideas as an anchor to sail smoothly. *Follow Every Rainbow: The inspiring stories of 25 Women entrepreneurs whose gentle touch created strong business.*

In this book 'Follow Every Rainbow' the author Rashmi Bansal has portrayed extraordinary stories of 25 women entrepreneurs with dynamic personality from an ordinary middle – class & business family background. Here the author has mainly emphasized on their skills, vision, talents, dedication, and hard working of these 25 women entrepreneurs which ended up them in owning business organization.

The book is a collection about 25 amazing stories of 25 middle class women entrepreneurs with big time dreams which has triggered young minds to take up entrepreneurship as their career. 'Follow Every Rainbow'

is considered to be as magical wand which captures the fruitful lives and hardened convictions of these women entrepreneurs with a beautiful finesse that is truly a joy to read. Entrepreneurship in India has made a staggering progress in creating rural opportunities and strengthening the roots of self-sufficiency in lesser developed areas. Every story in the book is a testimony of how resilience will focus on growth has triggered the march of progress in diasporas of villages across India. These people have found a niche of satisfaction in the work they do and take the name of these small towns to greater heights.

Entrepreneurs have always got a story to share. Be it a story of their success or failures and most of the times their stories are about survival. All of Rashmi Bansal's books are based on the life of entrepreneurs, how they came up against all odds and have made a name for themselves, and Follow Every Rainbow is the latest addition to her books and has hit the right chord of all upcoming entrepreneurs. Overall, Follow Every Rainbow is a pleasant read. Everyone would learn many things from this book and the most important out of all is "Perseverance." I strongly recommend this book to all those people who can't take failures and wobble when something goes wrong with their work or venture. Rashmi Bansal has done it again and right.