



Stella!: My Life A Dream Come True

Stella Baum, Jana Carman

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This book details the life-journey of Stella Baum Braunstein, an entrepreneur during a period when that term seldom referred to a woman. It begins with her early years as the child of Eastern European immigrants in the low-income section of Philadelphia, and a teacher who characterizes her as having leadership qualities recognized by others even when she herself did not see them. While still a teenager, Stella worked for a jeweler. Her sales ability so impressed him that he sent this 18-year-old on a buying trip to New York City, authorized to order up to \$10,000 worth of Trifari jewelry. This led to custom-designing jewelry, then to persuading the owner of a dress salon to grant her a space for a jewelry concession in his store. Eventually she had her own dress salon stocked with top of the line fashions from NYC and West Coast designers. Stella's other businesses included "D cor by Stella" (decorating homes). She had three convenience stores for a period of sixteen years, during which she won national recognition for innovative practices. In real estate she was a "Million Dollar" realtor, and in her "spare hours" she added working at a farm market. This book fulfills Stella's twenty-year dream of sharing her business methods and experiences as well as showing others how they can succeed. Her motto has always been: "If they can do it, you can do it – better!" Look for chapter 12. This great Self Help chapter zeroes in on Stella's method for recognizing and following your dreams, and the steps you can take for your personal success.

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