

#Girlboss by Sophia Amoruso

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The founder of the trendy online clothing shop Nasty Gal, Sophia Amoruso writes her version of Sheryl Sandberg's "Lean In" for a trendier crowd. #Girlboss is part memoir, part self-help, and there's a hashtag in the title. God help us all. In a mad dash to jump on the businesswoman-writes-stuff ship before it sails, it doesn't seem to have occurred to Amoruso or her publisher that putting a hashtag in the title might age the book. Only time will tell how that will read a decade from now.

A lot of the book is devoted to what an anarchist our brave CEO once was. She hitchhiked, shoplifted and never went to college and still managed to create a \$100 million company. You've never seen a CEO like this before, bro! But she doesn't spend any time considering how circumstances would be different if she weren't a middle-class white woman doing all that hitchhiking and shoplifting.

Much of Amoruso's advice is just too vague to be helpful. "There's no AutoCorrect in life—think before texting the universe." However, when she's straightforward, Amoruso's advice can be useful, if not a little basic: grammar-check your cover letter, don't be a jerk, and even if your boss seems hip, do not tell that boss you're not feeling well because you combined Percocet and whiskey. She might be appealing to people who, like herself, don't have a traditional business background or a college degree. And good on her, but anyone who doesn't know not to chew gum during an interview isn't perusing the business self-help section at Barnes and Noble anyway.

Despite her hipper audiences, Amoruso still has some cheesy self-help moments, such as when she compares her staff to a band. "Our C-Level team is the rhythm section, the rest of the team is playing guitar and keys and I'm just scatting." She spouts out some typical warm and fuzzy advice. "Confidence is more attractive than anything on your body." She advises to put hard-earned money in the bank and not on your feet, but this wisdom sounds disingenuous coming from someone who spends some pages of her book writing about her Porsche and owns a website selling \$128 skirts. It's clear, from the hashtag to the fewer than thirty pages of actual advice, that "Girlboss" functions as much a marketing tool as it does a physical book. And I typed the hashtag once. I won't do it again.