

Martin, L. and Mehta, B. (2006) *Make it your Business: The Ultimate Business Start-up Guide for Women*. Spring Hill, Oxford. 288 pages £12.99

Make it Your Business is real, humorous and a joy to read, even if you don't want to start a business! It balances and blends hard-nosed business content with person centred process and a humanistic approach. I love the suggestion of standing up when I want to be assertive on the telephone and not attempting a complex negotiation at 8.30 a.m. on a Monday morning! (Chapter 4. Pricing, Negotiation and Contracts).

Bella Mehta and Lucy Martin, writing out of extensive business experience, have successfully reframed and redefined many of the tasks, systems and structures that usually turn me off dry male orientated business 'how-to' books. They have provided us with a positive contextualised woman-celebrating business manual. Blending comprehensive research with clear, powerful and accessible examples and anecdotes, this book gives women permission to succeed in business. Ideas and examples in it have already inspired me in the running of my own educational development consultancy.

At the core of the book is the belief that women 'do' business already running homes, families, sorting the logistics of school runs, catering, holidays, washing and ironing but they, and society don't recognise it.

'Running a company is a doddle compared with looking after four kids - you get perks and a tea break... unlike most mothers!'

Value is given to personal awareness, interpersonal skills and family life alongside planning, budgeting and marketing and they are all woven together to help you make the right decisions to make your business a real and lasting success.

The book has seven chapters, each a useful read alone, with context, case studies, questions and examples and a summary. They offer a powerful mixture of the best of business textbooks with clear sections, questions, exercises and ideas, with the personal experience women in business (including both authors). Lucy and Bella suggest starting with the first two Making the

Decision [to run a business] and Getting Started. The frank and challenging questions and exercises here help separate a dream idea or an escape from work, from the reality of running a business.

'You may long for a hairdresser or fair trade grocer to open at the end of your road, but is that really the business you want to devote your day-to-day life to?'

Chapters 3-6 are standalone chapters on Business Basics, Pricing Negotiation and Contracts, Branding, Marketing and PR and on Developing and managing your business.

Chapter 7 looks at the bigger picture of women and work, placing women's business in a local, national and international context. They also reveal the cultural issues faced by women in business highlighting the discrimination and challenges women face. Did you know for example?

'... a survey by Warwick University in 2005 found that women entrepreneurs are charged one per cent more than men for term loans.'

Make it your Business undresses and isolates the central unspoken and unhelpful assumptions (for both sexes) of most business books i.e. that business is separate and unconnected to the rest of life and that your 'wife' is there to keep the home fires burning and organise your laundry, so that you can devote yourself unstintingly to work, coming home whenever you like to kiss the children good night.

Make it Your Business should be essential reading on all MBA reading lists.

Sue Orton – Facilitator and CEO, Comfortable Shoes Ltd:
educational development consultancy
www.comfortableshoes.ltd.uk

The transpersonal in psychology, psychotherapy and counselling by Andrew Shorrock published by Palgrave Macmillan (2008) Price:£45hb pp.260 ISBN 978-0-230-51776-9

It is an interesting fact that humanistic and transpersonal psychology have been growing closer and closer in recent years. On August 10, 2007, there was a joint meeting of the Association for Humanistic Psychology and the Association for Transpersonal Psychology at the California Institute of Integral Studies. As a result it is now possible to have a joint professional membership of both organizations for a reduced fee. David Lukoff said: 'I view this event as critical to put these two movements back into alignment with one another. It will initiate a new era of

cooperation and collaboration.' So here is a new book on the transpersonal, well calculated to raise the interest of humanistic practitioners. However, it turns out to be not quite as helpful as it might be.

The main thing that is wrong with this book is the title. A better title would be - 'Background notes for anyone who wants to write about the transpersonal in a fully academic way.' The author himself says this: 'Throughout this book, whilst considering the transpersonal, I also explore what might not be the transpersonal. Unfortunately, often the "what-is" and the "what-is-not" are one and the same, though viewed from differing angles. This state of affairs can appear at times confusing as well as engender ambivalence; therefore, to aid the understanding of the field I found it necessary to look behind the theories to find those bodies of knowledge that underpin or inform their claims. Having done so this then makes it possible to gain a deeper understanding of the work of the thinkers who claim to be transpersonal theorists, which in turn allows a discussion of the place of the transpersonal in the clinical setting and the universe at large.' (p.4)

So we get a 40-page chapter on 'Definitions and a potted history of transpersonal psychology', followed by a 90-page chapter on 'The philosophical underpinnings of the transpersonal', followed by a 60-page chapter on 'Transpersonal theories', starting with Maurice Bucke. There is no discussion of Andrew Rawlinson, however, nor of the important contribution of Jorge Ferrer, which is a strange omission.

This means that there is actually not much about psychotherapy or counselling in this book: we do not even get any discussion of therapeutic practice at all until page 208. And when we do it is as much about psychiatry as about psychotherapy and counselling.

So while this book does contain all sorts of interesting material, it is not of great use to therapists. Which is why the title is misleading.

And I have to say that both author and publisher must share the shame of inadequate proofreading. Grof is spelt Groff, pathologise is spelt pathologies, eclectic is spelt eclective, Perls is spelt Pearls, Ignatian is spelt Ignation, Husserl is spelt Hursserl, Heideggerian is spelt Hiedegararian, route is spelt root, affairs is spelt affaires, qualia is spelt quilla, Luckmann is spelt Lukman, pleroma is spelt plerorama, Plotinus is spelt Platinus, Boehme is spelt Behmen, colleagues is spelt colleges, Zombies is spelt Djombies, and poor old Almaas is spelt Almass throughout, even in the bibliography. At this price, you would have thought they could have afforded a proofreader.

John Rowan