

Book launch review – *Diaries of a Corporate Princess* by Hacy Tobias

The highly anticipated launch of *Diaries of a Corporate Princess* took place at the Surry Hills Library on 23rd October 2012. The book describes the transition of a 'corporate princess' to a 'small business princess' through a series of real life stories.

The delighted author, Hacy Tobias, greeted guests with a warm welcome. Drinks and canapés flowed as the room filled with people eager to obtain a copy and hear Hacy speak about her first novel.

The official opening was conducted by CEO of the Australian Women Chamber of Commerce and Industry, Yolanda Vega, who described the book as "brilliant, timely and universal". Yolanda Vega stated that many women are currently leaving the corporate environment to start up their own businesses and a large proportion of SMEs are now being led by women. As well as commending the book, Yolanda Vega said that it outlined Hacy's intelligence and generosity.

Suzanne Mercier, Managing Director of Liberate Leadership and a fellow small business princess, revealed that 20 per cent of profits from book sales would be donated to Lou's Place, a daytime drop-in centre for homeless women based in Sydney, which Hacy is closely affiliated with. Suzanne added that "the book is a reminder of the perks and disappointment of the corporate world" and that "we all have the opportunity to make choices".

The author proceeded to read some extracts from the book which included experiences of both struggle and success. Hacy Tobias shared these anecdotes with enthusiasm and charisma, but also an intriguing openness.

Suzanne Mercier interviewed Hacy regarding her journey and motivations for writing the book. Hacy felt that while the journey had not been easy, it had been tremendously worthwhile and she would not change a thing. She said that the main benefits of running her own business were personal development, flexibility and a sense of community built through various networking groups that have now become a support system. Her main reason for writing the book is to send out a message of hope to help those struggling, through honest and real stories that people can relate to.

At the conclusion of the interview, the author received a huge applause from a captivated and inspired audience, and a large queue quickly formed for the book signing of an outstanding final product.

Sonia Papat

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