



# The Essential Feminine Company™

*Empowering Women to Create Successful Businesses and Lives from the Feminine Perspective*

***Maureen J. Simon***  
***Founder and***  
***Creative Director***

FOR IMMEDIATE RELEASE

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## **WOMEN POISED TO CREATE A NEW WORLD VIEW**

The 21<sup>st</sup> century has brought a tidal wave of change, with far flung technologies, policies and environmental conditions collectively creating a new world of possibilities as well as a state of confusion and disharmony. *The times are ripe for a new perspective.*

In her book, *Awakening the Essential Feminine; Claiming Your Influential Power*, author and businesswoman Maureen Simon sets the stage for women to step up and give voice to their own power and a new vision for the world. Based on intrinsic abilities to nurture, communicate and explore innovative solutions, the feminine character is explored as a groundswell of resources for a new approach to both personal transformation and large scale change. Drawing on decades of research as well as her work helping hundreds of women realize their optimum potential in business and life, Simon's firsthand knowledge of the influential power of the feminine character is unveiled in this collection of

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historical references, anecdotal observations and practical advice for effecting positive change.

“The Essential Feminine qualities place us at a distinct advantage in today’s world,” Simon writes. “When we become aware of our unique attributes and gifts, and of the critical value and potential influence that they hold in contemporary context, our world will become a much more positive place to live. Women ... bring more diversity and harmony to the decision-making process.”

Pivotal to her premise, Simon explores the natural feminine preference and skill for nurturing relationships, effective multi-level communication, and exploring creative, long-term solutions. As a course for affecting change at home, at work or on the global stage, *Awakening The Essential Feminine* offers women inspiration and guidelines for stepping into their own powers of influence and communal harmony.

*Awakening The Essential Feminine* is available at fine bookstores nationwide, including Book Passage in Corte Madera and San Francisco, California and Evo Spa, Mill Valley California as well as online through Amazon.com. The book will also soon be available for instant print downloading at The Espresso Cafe kiosks in airports around the globe; and as an electronic download through Amazon.com in September.

*Awakening The Essential Feminine* is the foundational work for The Essential Feminine Company’s online workshops, webinars and Power Circles of Influence – online reading groups.

**For more information, please visit [www.TheEssentialFeminineCompany.com](http://www.TheEssentialFeminineCompany.com).**

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