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Illustré de nombreux exemples et témoignages de nouveaux entrepreneurs qui s'inscrivent dans une démarche écoresponsable, cet ouvrage vous propose une approche méthodique pour construire votre marque et votre identité, et en tirer parti dans votre communication et vos actions sur les réseaux sociaux.

Sophie-Charlotte Chapman et Sandrine Franchet sont auteures des best-sellers *Vendre et mettre en avant ses créations* et *Le guide des entrepreneuses créatives* (éd. Eyrolles), reconnus comme des outils incontournables pour les créateurs qui se lancent dans l'entrepreneuriat. Elles sont également les fondatrices de la communauté des *Entrepreneuses créatives*, <http://www.entrepreneusescreatives.com/>. Elles partagent ici conseils et témoignages précieux pour lancer puis faire vivre sa marque lorsqu'on est un small business.

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