

MARGARET HEFFERNAN-A BUSINESS WOMAN VERSUS A WRITER

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ABSTRACT

A distinguishable author of *The Naked Truth: a Working Woman's Manifesto* about Business and What Really Matters, *How She Does It* (published as *Women on Top*) and *Willful Blindness*, Margaret Heffernan etched a remarkable benchmark as a writer as well as a responsible business woman who highlighted the issues surrounding women in the commercial world of business. Margaret Heffernan began her career in television production, building a track record at the BBC before going on to run the film and television producer trade association, IPPA. In the United States, Heffernan became a serial entrepreneur and CEO in the wild early days of web business and was named one of the Internet's Top 100 by Silicon Alley Reporter in 1999. Crowned as the CEO of five businesses, Margaret went on to pen her business experiences and thoughts as she wanted to capture the reality of running companies in the words decorated with similes and metaphors. She not only dusted the dawning facts of the business world but also posed a horizon where business and English literature meet through her astonishing works. The paper tries to portray Margaret Heffernan as an 'authorpreneur', culminating her designations of being an entrepreneur and an author, through a brief study of her works, thus paving the way for a revolution that uplifts women over the global platform.

KEYWORDS: Authorpreneur, Entrepreneur, Business Woman, Women Writings, Margaret Heffernan