

## Play It Forward: From Gymboree to the Yoga Mat and Beyond



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### **Reviews**

*This publication is definitely not effortless to get going on looking at but really exciting to read through. It really is rally intriguing throgh looking at time period. Its been written in an remarkably straightforward way which is just soon after i finished reading through this book where basically altered me, change the way i think.*  
**(Erna Langosh)**

## PLAY IT FORWARD: FROM GYMBOREE TO THE YOGA MAT AND BEYOND



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Agate B2. Hardcover. Condition: New. 256 pages. Play It Forward details the remarkable business journey of Joan Barnes, from founding and leading Gymboree to the brink of its prosperous IPO, to the personal crisis that forced her to step down as CEO, to her successful second act as the founder of an innovative yoga business. The Joan Barnes story is one of female entrepreneurial success. Barnes built an innovative, billion-dollar household brand starting with 3, 000 and working in a church basement. The book reveals how she grew her company through a groundbreaking franchise-model expansion, how her operational strategy focused on creating business opportunities for women, and how Gymboree eventually became a powerful international business network, one that blazed the trail for a new industry: activity-based classes for pre-preschool children. But this dramatic entrepreneurial memoir is also a cautionary tale and a story of redemption. When the Gymboree initial public offering yielded a stock price boost of 58 percent on the first day of trading, Barnes was nowhere near Wall Street. She had stepped down from the company two years earlier because the stress of building the business fueled a deep-seated eating disorder that threatened to destroy everything she worked so hard to build. Through the course of this extraordinary story, Barnes overcomes great obstacles, both personal and professional. The courage she used to confront her disorder provides readers with a model for overcoming their own demons to achieve a sense of worth, inclusion, and hope. Her ability to later resume her business career on healthier terms and to find a different dimension of success is an inspiring example of how midcareer women can triumph through reinvention. Published to coincide with Gymborees 40th anniversary, Play It Forward is a memoir that offers readers a refreshing perspective on the ongoing national...



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