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## Women and Entrepreneurship Female Durability, Persistence and Intuition at Work

By Mirjana Radovic-Markovic

Gower Pub Co. Hardcover. Book Condition: New. Hardcover. 162 pages. Dimensions: 9.7in. x 6.9in. x 0.7in. Women and Entrepreneurship comes from two authors with especially rich experience in this field of research. Embracing experience in a range of developed and developing countries and examining both dependent and independent roles, Beatrice Avolio and Mirjana Radovic-Markovic profile women entrepreneurs and consider their motivations, together with the obstacles and challenges that they face and often overcome. A focus on emerging forms of entrepreneurship leads to a concentration on what is happening in newly developing economies, with a major case study set in a South American context. The authors deal in particular with how rural entrepreneurship, virtual entrepreneurship, and project-based and home-based businesses particularly lend themselves to providing opportunities for women. The authors' findings reveal that increased participation of women in business leadership has brought about completely new ways of business communication; new business strategies and company development models; and is imposing a new behavioural style on businesses. What is particularly encouraging is the evidence that female kinds of durability, persistence and intuition are producing business advantage. This means that the authors can clearly identify success factors and propose guidelines for the benefit of female...

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