

## Book Review

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

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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 Radović-Marković 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 entrepreneurs, female-led businesses, and business in general.

This book will serve the needs of an academic audience of researchers in the growing field of studies into entrepreneurship; as well as those teaching or studying business or women's studies topics. It will of course appeal particularly to women owning and running businesses, or aspiring to do so.

Contents: Foreword; Preface; Part I Female Entrepreneurship: Introduction; Female entrepreneurship: why do women become entrepreneurs?; Typology of female entrepreneurs; Female entrepreneurship: obstacles faced by women entrepreneurs; Mompreneurs; Women and inequality problems; Women in managerial jobs. Part II Special Topics on Entrepreneurship: introduction; Rural entrepreneurship; Virtual entrepreneurship; Project-based firms; Home-based firms; Index.

*„Your book is authored, whereas the other two I mention were contributed. One was differentiated by its focus on migration and was the outcome of a single research project. The other is arranged country- by-country, but in terms of individual topics is quite an eclectic mix. We think your proposed book differs from both of these and looks academically rigorous, comprehensive, and distinctive by virtue of its emphasis on female entrepreneurship in different environments (rural, virtual etc.). Beatrice's and Mirjana's qualifications and credentials are impressive and your own connections and memberships should provide access to sales channels“.*

Dr Martin West  
Commissioning Editor, Gower Applied Research