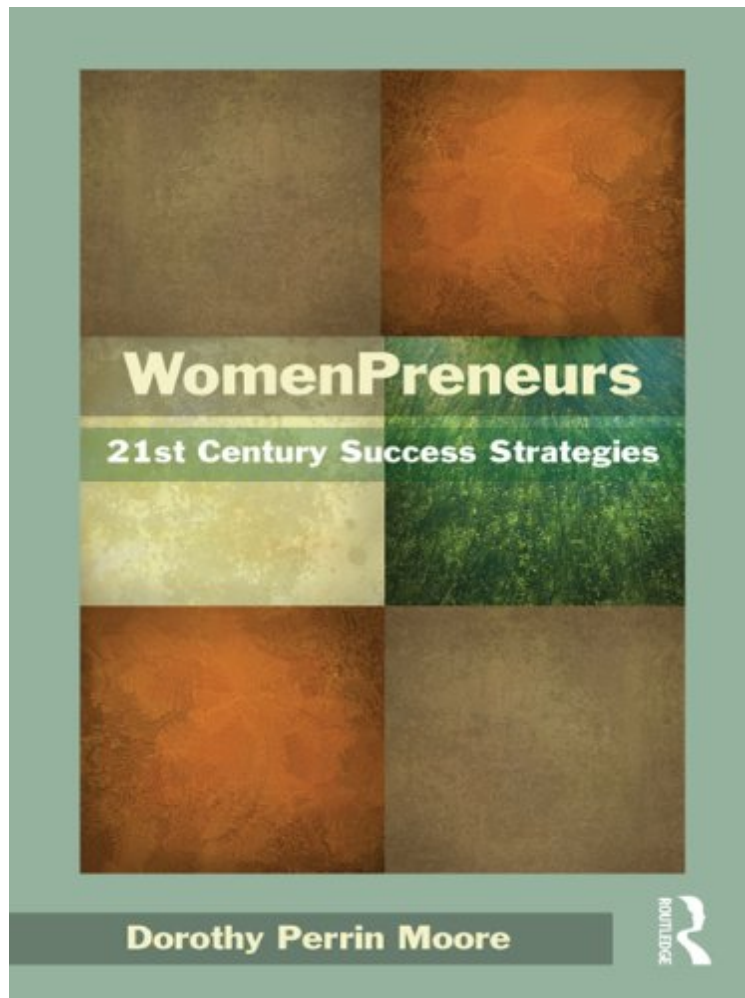


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## WomenPreneurs: 21st Century Success Strategies

*Dorothy P. Moore*

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**Dorothy P. Moore : WomenPreneurs: 21st Century Success Strategies** before purchasing it in order to gage whether or not it would be worth my time, and all praised WomenPreneurs: 21st Century Success Strategies:

1 of 1 people found the following review helpful. WomenPreneurs: 21st Century Success Strategies Is Excellent!By Lisa M. ManginiEntrepreneurship is our country's last great hope to overcome this current recession and slow economy, and women are leading the way. Maybe you have read More magazine's profiles of women's "second acts", or read stories about women entrepreneurs in a local newspaper. But Dorothy Perrin Moore's landmark book, WomenPreneurs: 21st Century Success Strategies (Routledge, 2012) not only showcases the special case of female entrepreneurship but also uses grounded theory and management research to teach the reader about the complex management research that underlies many of the issues that female entrepreneurs face. Through a careful and critical discussion of the changing work landscape, Dr. Moore offers insights, guidelines, and strategies concerning leadership, management, stress, values and ethics, as well as work-life balance that underscore the reasons why so many women are choosing entrepreneurial careers.The strength of this book is the ability of the author to interweave

profiles and stories about women's entrepreneurship while discussing the relevant academic research that applies to each woman's situation. The book offers a fresh new take on entrepreneurship that is grounded in management research and theory, and discusses how women have changed the business landscape. *WomenPreneurs: 21st Century Success Strategies* speaks to the entrepreneur who resides in each of us and inspires possibilities for the future. It also serves as a wonderful resource for academics, practitioners, and scholars who might need a reference that brings academic research to life through stories of strong, take charge women entrepreneurs who believe in a shared entrepreneurial destiny for the future.<sup>2</sup> of 2 people found the following review helpful. A Must Read For Women Entrepreneurs and Others By Frustrated Women entrepreneurs, educators who teach entrepreneurship, as well as those who are interested in the advancement of women will be thrilled with Dr. Moore's latest book. *WomenPreneurs: 21st Century Success Strategies*, provides an excellent in depth research with case profiles of entrepreneurial women with real world applications. The book will serve as an effective instrument for all three groups, both inside and outside the United States. is a must read for educators, women entrepreneurs and those interested in issues related to women. Educators will find case profiles that reinforce the theoretical frameworks on women entrepreneurs. Women entrepreneurs will be informed on the strategies that lead to successful entrepreneurship. The general audience will be made aware of how entrepreneurship can be used as a significant instrument to advance women in their careers and in their quest to accumulate wealth. The book is timely and necessary in the current marketplace as women continue to solidify their place as significant contributors to their economies. Dr. Andrea Smith-Hunter, Professor

*WomenPreneurs: 21st Century Success Strategies*, will appeal to three groups of interested readers. The first consists of higher education faculty teaching courses in management, entrepreneurship and women's studies and directors of professional development workshops interested in acquiring a supplemental readings book. The second consists of women in the workplace, those contemplating entry, parents who want to provide daughters with the best guidance as well as men and significant others who want those they love to have a safer navigational journey and recognize that the work environment they will enter is not a level playing field. The third group includes intrapreneurial and entrepreneurial women in all stages of personal and venture development. For these people, the book will serve as a valuable resource and guide. Major themes in the book include the nature of the changing workplace, the challenges of organizational life, career strategies, entrepreneurship, home and family balance and tactics for navigating in a turbulent economic climate.

Dr. Dorothy Moore, an international authority on women's entrepreneurship, has done it again. This book, like her earlier writing, puts the spotlight on a critical factor in a country's economic success - women entrepreneurial activity. She first positions her work in the wider changing workplace and social context, moving then to a consideration of both leadership and management and work and family life. She concludes by examining differing paths to entrepreneurship among women and management challenges likely to be faced as their firms mature. Her extensive use of case examples enriches the content at every step. This book is a must read for academics interested in entrepreneurship and family business, professional women, and both budding and established women entrepreneurs. - Ronald J. Burke Schulich School of Business York University, Toronto, Canada The unique organization of *WomenPreneurs* will appeal to a wide range of readers. Moore's panoramic update of changes in the workplace driven by increased workforce diversity - especially the influx of women into business organizations - is coupled with compelling profiles of talented and committed women entrepreneurs who realized their vision of creating workspaces where employees could "make a difference, add value to our world and impact other people's lives in positive ways." - Mary C. Mattis, Chair, Institutional Board, Research Policy Support Group, NYC Department of Education, USA Business women -- both corporate and entrepreneurial -- can make the 21st Century their time to thrive with this expertly researched book. It is your guide to understanding and overcoming work place challenges, and the insightful interviews with women business leaders will inspire and motivate you. - Sharon Hadary, Founding and former Executive Director, Center for Women's Business Research, USA This book takes us on journeys of individual careers that show how to do the right thing while also doing justice to careers and the individual quest for self actualization. Moore is the docent that shows the reader examples of women who have progressed careers while balancing family life, negotiating pressures in the workplace or with technology and using these elements as counterpoints to thriving and fulfilling lives. The women in these pages emerge as managers, leaders and mothers because of seeing things differently and making different choices. Their examples should provide comfort to those who wonder whether careers in business can be led ethically, sustainably and with integrity and pride. - Ethneacute; Swartz, Fairleigh Dickinson University, USA In *WomenPreneurs*, Professor Moore brings together inspiring stories of a remarkable variety of successful women. But more than just motivating stories, she connects them to the latest research from entrepreneurship, leadership, human resources, and career theory to take you beyond the story to understand the deeper lessons and know how and why these inspiring women's decisions and actions can be replicated in your own life. Some inspiring books give you a quick pick-me-up, *WomenPreneurs* gives you that and the lessons to permanently change your life for the

better." - Jerome A. Katz, Coleman Professor of Entrepreneurship, Saint Louis University, USA "Moore excels at packaging the material to give readers an honest but upbeat sense of the various pathways to entrepreneurship, including the joy and despair entrepreneurs will encounter along the way. Young women thinking of starting a business, or their parents or partners, will find both inspiration and practical advice." - Choice , November 2012

About the Author Dorothy Perrin Moore is an Emeritus Professor of Business Administration at The Citadel, Charleston, South Carolina, U.S.A., where she held the title of Distinguished Professor of Entrepreneurship. She is the author of *Careerpreneurs-Lessons from Leading Women Entrepreneurs on Building A Career Without Boundaries*, which received the ForeWord Magazine Book-of-the-Year Gold Award in the field of Business and the coauthor of *Women Entrepreneurs--Moving Beyond the Glass Ceiling*.