

Gender And Entrepreneurship - Attila Bruni

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Entrepreneurship can be read as a cultural and economic phenomenon. In recent times, gender has become an increasing influence on entrepreneurship. This groundbreaking new study considers both gender and entrepreneurship as symbolic forms, looking at their diverse patterns and social representation. Presenting an ethnographic study of the gender structuring of entrepreneurship, the work employs three strategies: * A critical survey of gender studies which argues that entrepreneurship is a cultural model of masculinity that obstructs the expression of other models* "Reflexive" ethnographic observation conducted in five small firms which describes how business cultures are "gendered" and how gender is the product of a social practice* An analysis of how discursive and narrative practices in business cultures constitute gender and entrepreneurship "Gender and Entrepreneurship" is essential reading for postgraduate students, researchers and academics with an interest in entrepreneurship, business and management, innovation economics and gender studies. Author: Bruni, Attila Publisher: Routledge Illustration: N Language: ENG Title: Gender and Entrepreneurship Pages: 00000 (Encrypted PDF) On Sale: 2004-12-16 SKU-13/ISBN: 9780415352284 Category: Business & Economics : Economics - General

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