

Female Entrepreneurship - Nancy Carter

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Over recent years, the promotion of female entrepreneurship has become a key area of debate amongst academics, policy makers and support agencies. Today, woman entrepreneurs represent a third of all business start-ups, and the need to understand the why, what and how of women entrepreneurs has increased the need for a well-researched, comprehensive publication on this important topic. At last, this book presents the subject of female entrepreneurship in systematic way, capable of separate and detailed analysis. Featuring contributions by Sara Carter, Candida Brush, John Watson and Elisabeth Ljunggren, as well as international scholars based in the UK, mainland Europe, the USA and Australia, *Female Entrepreneurship* provides a comprehensive analysis of the challenges and opportunities facing female entrepreneurs worldwide. The book advances the general understanding of female entrepreneurship, and sets a research agenda on how best to promote female owned/led businesses both nationally and internationally. Providing a much-needed, insightful analysis into the complex range of issues facing female entrepreneurs throughout the world, this book also provides recommendations as to how support agencies, educators and trainers can best respond to the challenge of encouraging more women to get involved in new business creation. It will also be of benefit to those working in the areas of Business Studies, Entrepreneurship, Gender Studies and Business Development.

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