

Book Review by Myron Leonard

Title: "Female Entrepreneurship: Implications for Education, training, and Policy"
Author: Edited by Nancy M. Carter, Colette Henry, Barra O. Cinneide, and Kate Johnston
Publisher: Routledge, Taylor, and Francis Group
Length: 224 pages
Price \$125.00
Reading time: 14 hours
Reading rating: 9 (1 = very difficult; 10 – very easy)
Overall rating: 4 (1 – average; 4 – outstanding)

Today woman entrepreneurs represent one-third of all business start-ups and the need to learn more about them has increased the need for a well-researched, comprehensive publication. This book, "Female Entrepreneurship: Implications for Education, training, and Policy," presents a thorough coverage of the subject. Editors include Nancy M. Carter, Colette Henry, Barra O. Cinneide, and Kate Johnston. Contributions are made by scholars based in the United Kingdom, mainland Europe, the United States, and Australia.

First the editors promote the study of female entrepreneurship as an issue capable of separate and detailed analysis, thereby facilitating its development as an academic discipline. Second, by examining the female entrepreneurship literature, the book uncovers women entrepreneurs' characteristics, behavior patterns, and challenges faced in new venture creations. Third, the book provides educators, trainers, and policy makers with information which can effectively promote female entrepreneurship. Accepting that differences exist in the nature of female entrepreneurship in different countries, as well as in different economic and social contexts, the editors have adopted a strong international perspective in their choice of material.

The chapters that make up the book combine the theoretical with the practical to offer valuable insights into the importance of female entrepreneurship. Key themes include characteristics and motivations, start-up patterns and resources, management styles, constraints, performance of female and male-led firms, attitudes, goal differences, financial strategies, technology, role and importance of networking, and media portrayals. Newspaper articles are shown to be highly masculine in nature. Male entrepreneurs are strongly associated with risk-taking behavior, stock market involvement, ambitious goals, and are representative of strong, high growth firms. In contrast, female entrepreneurs are described in terms of their personal characteristics, being motivated by lifestyle, often having "subordinate" goals such as a caring attitude and as individuals who have a life outside that of an entrepreneur.

The book concludes with some recommendations designed to facilitate the task of promoting female entrepreneurship. The editors feel that there is a critical need to sponsor and disseminate the results of research about women's entrepreneurship activities, including comparative research on women-owned and men-owned ventures. Information and knowledge derived from this and other research efforts can have an

important impact on changing attitudes, opinions, and practices. This book will benefit those working in the areas of Business Studies, Entrepreneurship and Gender Studies, and Business Development.

Myron Leonard is professor of marketing in the College of Business at Western Carolina University. His research interests include marketing education and services marketing. For previously reviewed books, visit our Web site at www.wcu.edu/cob.