



Entrepreneurial Women [2 volumes]: New Management and Leadership Models

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Women are now leading companies and other enterprises in significant numbers?in developing countries as well as the Western world. This set examines the specific ways in which entrepreneurial women create success and considers how the growing prevalence of female entrepreneurs will change the world.

- Presents ideas and information contributed by highly respected leaders, authors, thinkers, and entrepreneurs in the field
- Offers findings from studies on women entrepreneurs around the world that readers will be able to apply to their own businesses
- Provides examples of how successful women entrepreneurs develop marketing plans and promote themselves and their businesses effectively
- Documents how women demonstrate a more networked leadership style that has elements of altruism and connection to the community rather than strictly using wealth creation as a motivation for success



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