



Marketing Strategies of Urban Women Entrepreneurs

By Sunanda Easwaran

SBS Publishers. Hardback. Book Condition: new. BRAND NEW, Marketing Strategies of Urban Women Entrepreneurs, Sunanda Easwaran, The study of entrepreneurship, in spite of its origins in the 19th century, has been rather limited. The study of women entrepreneurs, in particular, is of a relatively recent origin. It was probably felt that the contributions of women entrepreneurs to the economy were not significant enough to warrant independent study. With the entry of women into the economic world, things have changed. The boundaries that hitherto sharply defined the gender roles have lost their significance to some extent; the time has come to try and determine gender-based differences, if any, in the entire process of entrepreneurship and small business development. In India, the study of women's enterprise has long straddled the two perspectives of entrepreneurship and women's integration into the mainstream economic activity. Participation of Indian women in direct economic activity is a relatively recent phenomenon, except in the cases of the rural and the urban poor. Entrepreneurship and small business are attractive and practicable for both men and women. Entrepreneurship is additionally attractive to women, as it enhances their self-esteem and personal freedom, while offering the opportunity to balance family life and...



READ ONLINE
[8.18 MB]

Reviews

This pdf is wonderful. This can be for anyone who states there had not been a well worth studying. You are going to like just how the writer wrote this pdf.

-- **Mrs. Adriana Schmidt V**

A brand new eBook with a brand new point of view. It is really fascinating through reading through time period. You will like the way the article writer composed this eBook.

-- **Ciara Senger**